A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

April 11, 1966

U.S. Trade Mission Report

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Drive toward modernization opens market for U.S. goods

Arabia

Business Bulletins *from around the world*

AUSTRALIA—Oil discovered in Bass Strait about 150 miles south-east of Melbourne. Flow of high gravity oil ranging from 730 to 930 barrels a day compares favorably with average initial flow on great Moonie field in Queensland. Oil accompanied by gas flow of up to two million cubic feet a day in region where large commercial deposits of gas were found in several other wells in late 1965. Premier of State of Victoria reports that if present pattern of oil and gas strikes continues, Australia could become self-sufficient in oil, saving equivalent of about $269 million a year in imports based on present rates of consumption.

BELGIUM—BLEU imports in 1965 reached $6,348 million, 7.2% over 1964. Exports totaled $6,388, 14.3% above preceding year. For first time since 1951, BLEU experienced export surplus ($40 million). U.S. share of BLEU market (8.6%) amounted to $547 million, 4.6% higher than 1964.

Belgium's Union Chimique plans to boost Acribel acrylic fiber production to 10,000 metric tons a year by 1967. New capacity will establish company in forefront of EEC synthetic fiber producers.

CANADA—Stephens-Adamson Mfg. Co. of Canada, Ltd., subsidiary of Stephens-Adamson Mfg. Co., Aurora, Ill., is installing modern moving sidewalk system at Montreal International Airport. Four SpeedWalk units, scheduled to go into operation Sept. 1, will carry passengers from main lobby to departure gates. Two 475-ft. long units being installed in east tunnel to carry passengers to and from domestic flights; two 450-ft. units in west tunnel will carry passengers to and from international arrival-departure area.

DENMARK—Exports in January 1966 increased by 14% over January 1965 level. January imports rose by 5%. Industrial exports, particularly machinery, showed largest increase, up 22%. Increased imports covered wide range of products including grain, oilseeds, tobacco, chemicals, machinery, electrical equipment. In contrast, imports of automobiles, iron, steel, timber were below January 1965 levels.

FRANCE—January imports from U.S. ($89.7 million) were 2.2% below January 1965 level. Total imports for January amounted to $897.6 million, 10% above January 1965. U.S. share of total imports declined to 10% from 11.2% in January 1965.

Cotton industry has undertaken new program to improve competitiveness. Measures to include discussions with EEC on renewal of Long-Term Arrangement on Cotton Textiles; encouragement of member mills to stream-line operations and increase efficiency; improvement of organization of French Cotton Syndicate. Cotton cloth production in 1965 was down 12% from 1964 production and cotton yarn output for 1965 was 11% less than previous year.

GREECE—Sourapas Brothers-Kelvinator Hellas, distributors for U.S. firm Kelvinator and local assemblers of Kelvinator commercial and household refrigerators, announces agreement with British company Pye, Ltd., manufacturers of electronic apparatus, radio and television sets, to establish plant in Greece to manufacture television sets, radios, other electronic equipment.

ICELAND—Icelandic Airlines Co. carried 184,000 passengers on international flights during 1965, 28% increase over 1964.

NETHERLANDS—Some 5,000 Dutch firms presently engage in exporting. About 180 of them account for 60% of country's total exports.

Central Real Estate Investment Assn. to issue first cost-of-living-linked bond issue. The 30-year bond loan will amount to $2.8 million, of which half will be in form of ordinary 6% mortgage bonds and remainder in 6% mortgage "rent-index" bonds. If gross rent yield of housing to be financed by company's loans exceeds certain norm during calendar year, both interest, amortization will be correspondingly increased. In event of decrease in rents, interest will not fall below 6% nor the amortization below 100%.

PAKISTAN—Government creates Investment Corporation of Pakistan (ICP) to meet need for organization offering assistance, advice to potential investors. Action expected to broaden country's investment base, currently limited to small private group of industrialists, bankers. Implementing Presidential Ordinance, while stressing essentially private nature of ICP, authorizes it to underwrite, buy, sell corporate issues; accept, manage investors' accounts; provide investment advisory services. Authorized and initial capital equivalent to $42 million and $10.5 million, respectively.

PANAMA—Imports of oil-base and water-base paints into Panama were made subject to quota of 25% of imports during 1964-1965, effective last Mar. 14.

SWEDEN—Leading Swedish banker reports that Swedish companies were able to finance 60% of investments from their retained profits in 1965. In 1959, they were able to finance 100% of investments from retained profits. Long-term official forecast predicted that by 1970 Swedish companies will have to rely on financing sources other than retained profits for 40-50% of investment needs.

Swedish Tourist Assn. reports that 1.2 million non-Scandinavian tourists visited Sweden in 1965 while over one million Swedish tourists went abroad. Tourists from Germany were largest single group among foreign visitors, numbering about 500,000.

UNITED KINGDOM—The Brightside Foundry and Engineering Co., Ltd., Sheffield, signs licensing agreement with Birdsboro Corp., Birdsboro, Pa., to have its rolling mills for copper, aluminum, other non-ferrous metals built in the U.S. Brightside in turn will produce, market Birdsboro steel mill rolling machinery in Europe.

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the cover

A thriving, bustling cement factory and the widened streets of Jidda, Saudi Arabia, with their new buildings and shops and parking problems, tell the story, in brief, about the city's changing pace. An official U.S. trade mission recently journeyed there, and to Bahrein, Qatar and Dubai, to see what this means in terms of sales for American exporters. See pages 2 through 23 for their report.

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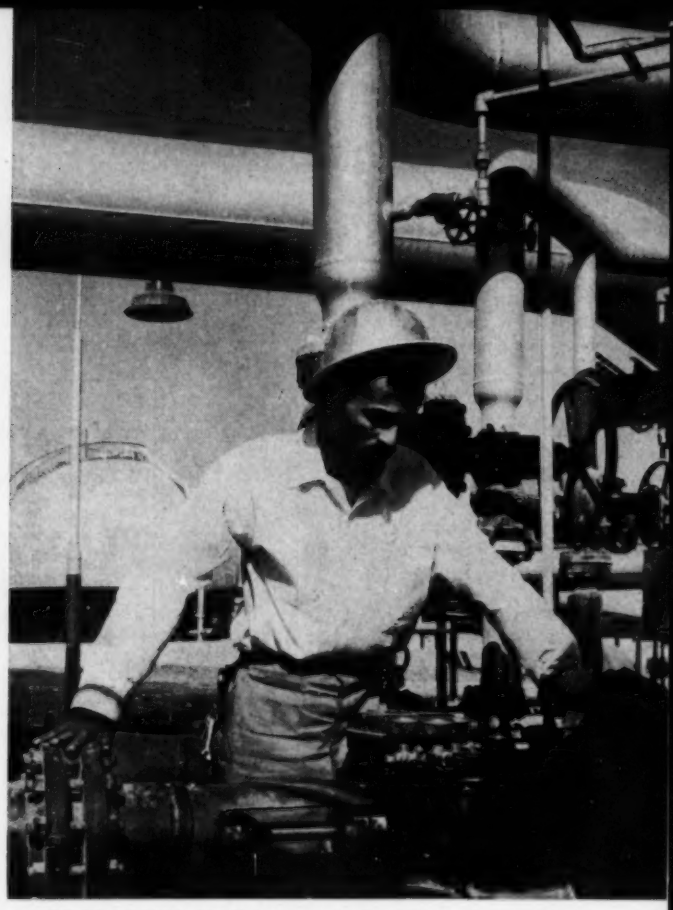


INDUSTRY'S MODERN LOOK is largely limited to petroleum production.

By ROBERT WILBOURN
Mission Director

The outlook for increased sales of U.S. products and services to Saudi Arabia by any standards is good.

Because of the close and mutually beneficial relations between the United States and Saudi Arabia during the past 20 years, there is a natural inclination for the Government and private business to turn to us for technical assistance as well as for a wide range of imports. This is not to say, however, that American products will be automatically selected or that U.S. technical services will be accepted over those of our European and Far Eastern competitors.

WILBOURN

The Government follows a carefully thought out policy in the selection of consultants, contractors and suppliers, and believes that a multiplicity of nationalities helping in the development projects will be healthy both economically and politically for Saudi Arabia.

In the purchase of goods and services, generally price has been a prime, if not the major, consideration to the Saudi. King Faisal himself made this point during an audience of exceptional length he granted the Mission. However, with the recently available new wealth plainly visible in all parts of the country—there is no question a boom is on—quality considerations in addition to those of price will become more and more important. This is evident in the building industry particularly, and in the new awareness of many leading Saudi businessmen who visited the Trade Mission that they must build not only for today but also for the future, and that it is cheaper to do so.

The first U.S. Trade Mission to Saudi Arabia found very early in its tour that there is much we can teach the Saudi businessmen about modern engineering, manufacturing and community planning; but in terms of doing business, they have a head start of a thousand years or more.

Think of a country of possibly 3.5 million people with a gross national product of $1.5 billion, an administration with close political and economic ties to the United States, a 100% backed currency and total reserves of gold and foreign exchange of more than $700 million, but with little modern industry other than in the petroleum sector, limited agricultural production, inadequate roads, few communication facilities, sparse supplies of usable water, municipalities only beginning to provide modern amenities, and you have a perspective of Saudi Arabia.

For more than 400 years, Jidda—principal commercial center, on the Red Sea coast—has served as a main point of entry for the Muslim pilgrims to the Holy Cities of Mecca and Medina. The people of the Arabian peninsula derived their main income from fees imposed upon the pilgrims, and their expenditures for food and lodging while in the country.

Twenty-five years ago railroads, automobiles, telephones, port facilities, electricity, and running water were all but unknown in Saudi Arabia. This is not so today. In the short span since the end of World War II, Saudi Arabia has made the

BUSINESS HAS A LONG HISTORY in the lands the mission members visited.

AGRICULTURE AWAITS DEVELOPMENT, to meet people's food needs.

transition from the times of Mohammed to the twentieth century—a dramatic achievement accomplished through the efforts of American oilmen, the leadership of the sons of Abdul Aziz, and the oil bequeathed the Arabian peninsula 180 million years ago.

The population of Saudi Arabia is estimated to be 20% urban, 60% rural, and 20% nomadic. The nomadic and rural populations generally live at a subsistence level and in reality are not a part of the money economy of the country. Statistically, the per capita income is estimated at about $400, compared with $250 for Ghana and $530 for Spain. If those actually outside of the urban society are excluded, however, the per capita income is more than doubled.

For an underdeveloped country, Saudi Arabia is in an enviable position: For the moment, it cannot effectively spend its available income.

The 1965-66 annual budget estimates, published by the Saudi Arabian Monetary Agency, show revenues at the equivalent of $880 million. Expenditures of the same amount are broken down, in the principal categories, as follows: defense, 18.4%; public security, 8.8%; health, 4.1%; education, 12.8%; agriculture, 6.1%; transportation and communications, 14.9%.

The overwhelming volume of expenditure is earmarked for projects. The reports on the following pages, prepared by the members of the first U.S. Trade Mission to Saudi Arabia, represent a fair appraisal of where and how this money will be spent.

Following the individual members' reports on various sectors of the Saudi market are summaries of the Mission's findings in Bahrein, Qatar, and Dubai.

Specific opportunities brought back for the attention of U.S. businessmen are listed in the World Trade and Investment Opportunities sections of this issue of INTERNATIONAL COMMERCE, pages 45-56 and 40-43.

U.S. Trade Mission to Saudi Arabia, Bahrein, Qatar, Dubai reports

Having returned from a month in Saudi Arabia, Bahrein, Qatar and Dubai, the first U.S. Trade Mission to those countries—five businessmen and two Commerce Department officials—will now bring the business potential there before U.S. firms.

The St. Regis Hotel, New York, is the site of the Mission's first post-return conference, April 13. For other conferences in various cities, see calendar on inside back cover of future issues of *International Commerce*.

The Trade Mission, sent by Commerce Department's Bureau of International Commerce, met with local businessmen and Government officials to appraise the Arabian market and to determine specific opportunities to sell U.S. goods and services.

NEW GOVERNMENT BUILDINGS are rising in Riyadh, expanding national capital of Saudi Arabia, where development plans spur need for equipment.

MISSION REPORT: SALES SUMMARY

More than 350 specific opportunities to sell are culled for U.S. suppliers

After interviews with Arabian businessmen, Mission also brings back some 50 proposals for investment covering broad range of activity

By RICHARD L. BRONWELL
Mission Trade Development Officer

The U.S. Trade Mission which visited Saudi Arabia, Bahrein, Qatar and Dubai, February 10 to March 12, found that expanding opportunities there await U.S. suppliers.

BRONWELL

Business information centers were set up at Jidda, Riyadh, and Dammam, Saudi Arabia; Manama, Bahrein; Doha, Qatar; and Dubai, Trucial States.

Members held 215 interviews with local businessmen, and referred proposals from U.S. firms to 169 companies there. The Mission brought back more than 350 trade opportunities, most of which are listed on pages 45-56 of this issue of INTERNATIONAL COMMERCE, and 54 investment proposals, pages 40-43.

The Mission looked at business opportunities and conditions through the eyes of U.S. traders experienced in engineering, architecture, planning, construction machinery, agriculture, consumer goods, general industrial equipment, and office and school supplies.

Their findings presaged a greatly increased volume of export business for energetic, enterprising U.S. businessmen who will make their products known and take steps to set up proper distribution and servicing facilities.

Spur to private business

An increased social consciousness on the part of the Governments concerned and increases in the oil revenues of a few indicate not only the desire to achieve but also the ability to pay for substantial development programs for the benefit of their peoples. These programs in turn stimulate new private business and result in higher living standards.

The breadth of interest in the types of business help desired was impressive. Material purchase requests included machinery and equipment to manufacture disposable diapers, sanitary napkins, and paper cups. Furniture, kitchen equipment, air conditioning, and a generating plant for a 100-room hotel are wanted immediately. Complete materials and equipment for a motel and marina were requested.

All types of heavy construction machinery were urgently sought, as were generating plants. Local businessmen are interested in purchasing foodstuffs, including frozen foods, and in setting up supermarkets.

Office equipment and supplies were sought. Household appliances are in demand (the electricity in most areas is 60 cycle, 100 volts; in Bahrein, Qatar, and Dubai it is 220 volts, 50 cycles).

Local entrepreneurs seek aluminum extrusions for manufacturing doors, windows, and store fronts. Low cost prefabricated houses are of increasing interest.

Pumps needed

Agricultural equipment and pumps are needed and will have even a greater market in Saudi Arabia in the near future with the bringing in of new sources of water supply. Also sought are desalting machinery and equipment, machinery for manufacturing cottonseed oil, printing presses, tire recapping equipment, and automotive parts and accessories. Because 200,000 to 300,000 pilgrims visit the Saudi cities of Mecca and Medina each year during the Haj, there is a need for low cost textiles, gift items and sundries.

Many joint venture requests were received. Again the range of interest was wide, including repair of equipment and machinery, tire recapping, manufacture of doors and windows (both wood and aluminum), construction, closed circuit television, and supermarkets.

The demand is there. The money in most instances is available. The only thing needed is U.S. salesmanship and aggressiveness in the marketplace.

Needs engineer services

Problems are arresting, but prospects are well worth considering

By CLARENCE R. JONES

Jones & Fellers
Augusta, Ga.

Saudi Arabia is a developing country. It has capital derived from oil revenues to finance its development. In such a situation, there is a tendency to move rapidly—to build first and plan later.

JONES

There are few Saudi engineering firms. The need for additional consulting engineers is evident. Within recent years about ten U.S. firms have secured planning, design, and supervision contracts. Nearly twice this number of foreign firms from other countries also have secured contracts and are doing business in Saudi Arabia.

At first glance, the practice of consulting engineering seems little different from that in the United States; however, closer inspection reveals many differences which would normally create more problems for the U.S. engineer than for his European counterpart.

Clients, for the most part, are Government agencies that work under the close control of His Majesty King Faisal bin Abd al-Aziz Al-Saud. As a project of magnitude develops, an engineering firm generally is employed to provide preliminary studies, determine feasibility, and prepare master plans. A selection of one or several engineering firms in stages as required is made for the project design and supervision of construction. This procedure is one that we, as U.S. consultants, would recommend.

Prices included

On large projects many foreign engineering firms are interested and, in some instances, as many as 50 to 100 firms offer their services. The majority of these firms are in England, Germany, France and Italy—with only a small number from the United States showing interest.

The many firms offering services are screened down by the client to a small number, and each is asked to submit detailed proposals covering its services. These proposals, it is understood, must include prices for doing the work. Engineers practicing in the United States consider bidding for engineering services to be an unethical practice.

This bidding procedure was discussed with many top officials of Saudi Arabia and it is their opinion that they must consider the price to do work along with the qualifications of the firms involved; however, price consideration alone does not determine final selection. In special situations, the client does not follow this procedure but goes directly to the engineering firm selected and negotiates a contract for the services to be rendered. This method is certainly the desirable one and its use is encouraged and supported by the U.S. Embassy and other interested parties. Until price competition is eliminated, U.S. firms will continue to have tough competition with engineering firms of other countries.

Local agent mandatory

To do business in Saudi Arabia it is almost mandatory to have a local representative or agent to act in behalf of the company. Joint ventures of interested Saudi businessmen with foreign firms having professional and technical know-how are being encouraged by the Saudi Government.

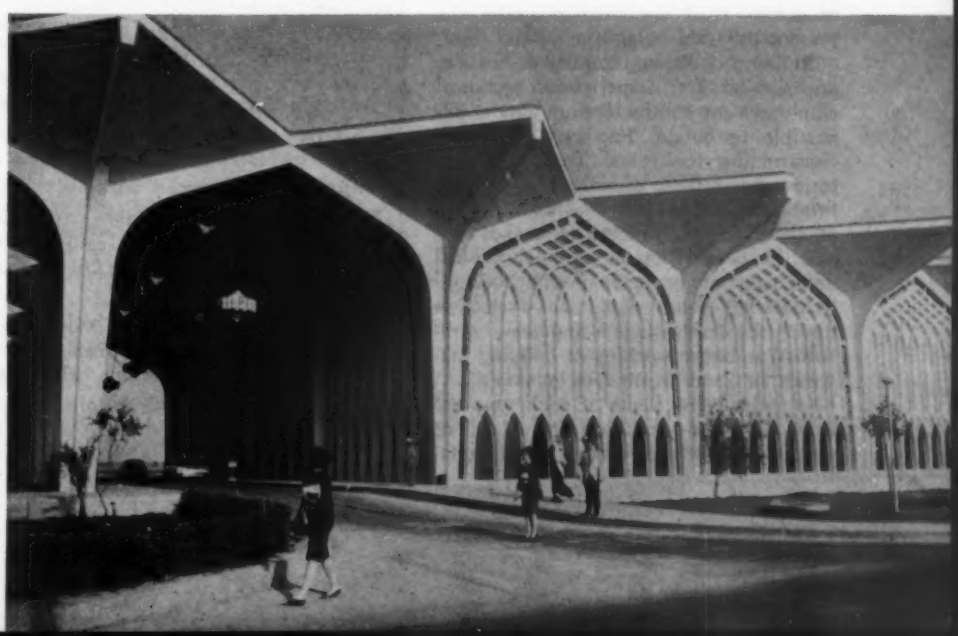
Although many Saudi businessmen are well educated, few are trained and experienced in professional engineering. It is understood that many of the engineering firms now doing business use agents in arranging their transactions. Only a few have working offices in Saudi Arabia —the remainder have the design work performed in their home offices.

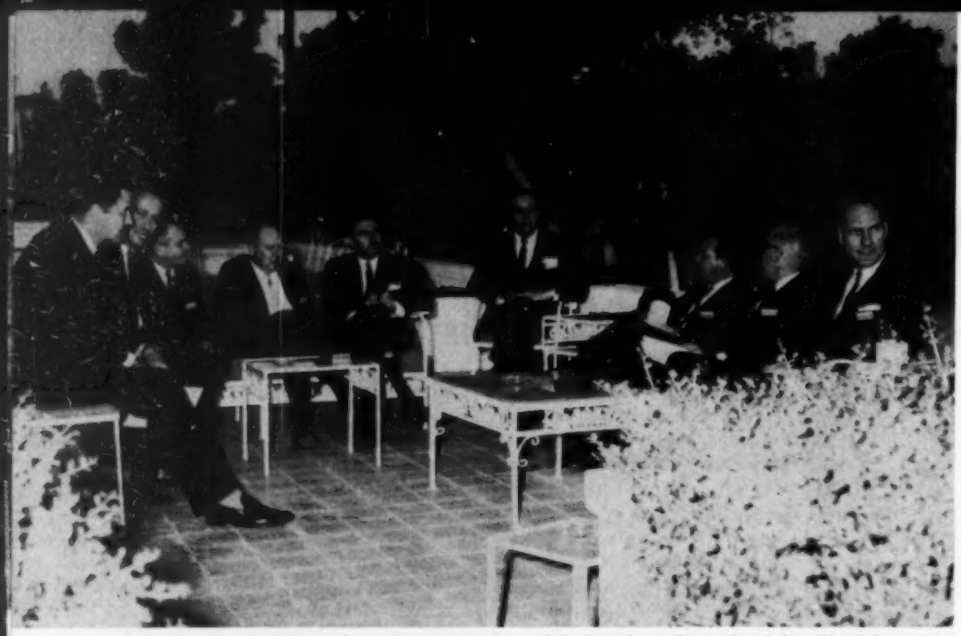
Very little information is available on fees charged for engineering services; however, fee percentages based upon construction costs is not believed to differ greatly from that charged in the United States. Construction costs will average 150 to 200% of U.S. costs, thus giving the engineer a total fee of 150 to 200% of a comparable job in the United States.

The cost of doing business for firms having working offices in Saudi Arabia is probably 75 to 100% greater than U.S. costs and even so the firm must be economical in its operation in order to profit. Most firms use only key personnel from the United States, and make up the remaining staff with foreign engineers and technicians who can be employed at a much lower rate than that of the U.S. engineer.

Housing must be arranged, and these

DHAHRAN AIRPORT portrays the Saudis' interest in modern design. Few local engineers are available.





ENTIRE TRADE MISSION takes a few minutes to catch its breath on the patio of the U.S. Ambassador's residence in Jidda. Despite obstacles, they found good reasons for optimism on U.S. trade outlook.

facilities—to approach U.S. standards—are extremely expensive. Working conditions are at best difficult. Lack of supplies and equipment also account for added costs. If an engineering firm is working away from the few urban centers it is desirable that the firm operate and maintain its own transportation.

Final contract documents are often printed in Beirut—about 800 miles away. Secretarial and clerical help is almost nonexistent except for those trained individuals who are wives of other U.S. personnel residing in the community. Assistance from allied professions, as well as administrative support normally required, cannot be obtained locally.

The modes of construction used by local contractors vary from those of Biblical times to methods that are modern in all respects. Rope ties are still used for scaffolding and concrete forms. Very few operations have established standards of merit—road construction under the present program being one of the few.

Building codes and zoning ordinances are non-existent. Experienced technical employees for contractors are almost impossible to obtain. Facilities are under construction for years. Testing laboratories, except those established by certain firms for specific projects, are rare. All of these things combine to make construction supervision an extremely critical and costly part of the engineer's work.

Materials and equipment selection during the design stage also poses a problem. Warehouse stocking of building materials in Saudi Arabia is uncertain. At best, only a few items of each type are kept on hand—resulting in delays of several months in ordering additional items. The engineer must have a vast knowledge of materials and equipment manufactured throughout the world, availability of supply, the quality, and the cost.

Among other things, problems involving the use of the metric system, language differences, religious differences, communications, climatic conditions and community associations must be resolved by the firm offering to practice in Saudi Arabia.

The positive side

On the positive side, we have found the business leaders and top Government officials to be well educated, community spirited, cooperative and interested in bringing their country up to the standards of modern civilization. They welcome U.S. participation by business and industry.

With all of these almost insurmountable problems, is it worthwhile to consider engineering work in Saudi Arabia? In my opinion, yes—provided the engineering firm has sufficient capital to invest two to three times the money that would be necessary to establish a branch office in the United States and provided that he is willing to consider the operation on a long-term basis.

The management and professional personnel provided by such firms must be of the highest caliber and must have the temperament to live and work with the Saudi community. As a word of caution, any firm considering such a move should spend some time in the country and make a thorough evaluation before making its decision. Modernization of Saudi Arabia is expected to require many years, thus assuring adequate work for firms participating in the development programs.

How does one get work? This varies, but from all available information methods are similar to those in the United States except for the timing, which is considerably greater.

It is of vital interest to the U.S. Government and to our country to provide engineering services abroad. By so doing we maintain and establish communications with Government and business leaders, we provide for the export and sale of U.S. goods, and we provide a public service to the peoples of the developing countries. The Department of Commerce and the State Department in Washington, and the U.S. Embassy in Jidda, will assist any individual or firm.

Market profile—Saudi Arabia

Government: Absolute monarchy under King Faisal, who also heads 12-member Council of Ministers. Council is vested with authority by royal decree. Government encourages economic development.

Area: Estimated at 620,000 to 850,000 square miles.

Climate: Hot and dry with temperatures as high as 120°F. Average annual rainfall less than 5 inches.

Population: Estimated between 3.5 and 7 million.

Financial situation: Highly favorable balance of trade produced by large petroleum exports. Gold and foreign exchange holdings, $695.9 million in September 1965. Oil revenues for 1965-66 are estimated at $698.9 million.

Exchange rate: 1 Saudi riyal = $0.22.

Foreign trade (May 24, 1963—May 11, 1964): Imports, $298.7 million; U.S. share, 23%. Exports, $1,231.4 million; U.S. share, 7%.

U.S. trade with Saudi Arabia, 1965: Exports, $128.7 million; imports, $105.1 million.

MISSION REPORT: LIGHT INDUSTRIAL EQUIPMENT

Spurred by development planning, variety of small installations have been initiated; more needed

Opportunities are manifold for U.S. companies willing to take calculated risk; economy, Government stable

By JOHN BACCARINI
United Steel Fabricators, Inc.
Orville, Ohio

Although Saudi Arabia from an industrial development standpoint is only ten years old, opportunities are manifold. One must be prepared, however, to take a calculated risk. There is no Investment Guaranty Agreement between Saudi Arabia and the United States.

BACCARINI

The economy is stable, the Government is stable, and the Saudi riyal is one of the hardest curriences in the world.

In the last ten years, great strides have been made in industrial development planning, and a number of small installations have been initiated. But there is a need for more—many more.

A good market exists for paper towels and dispensers; plants for tire recapping, processing various foods, packaging, canning; meatpacking houses; small shops to rebuild parts and components for automobiles, trucks, and machinery; service facilities for such machinery; ready-made clothing; automobile and furniture seat covers; steel fabrication of products from light fixtures and evaporative coolers to water and petroleum transport trailers; fiberglass products, and many more.

Within the next few months, Government tenders totaling hundreds of millions of dollars will be submitted for quotation to build houses, highways, farms, city streets, sewage facilities, pumping stations for water, irrigation canals, farm drainage, schools, hospitals, stores. U.S. firms that get in now are virtually guaranteed a portion of this business.

One cannot help noticing the fierce pride the Saudi takes in these developments, which have been accomplished without the help of foreign loans or grants. Annual gross national product is $1.2 billion, and the biggest problem with which these people are faced, at this time, is establishing the apparatus necessary to spend efficiently, keeping waste and mismanagement at a minimum. The principal cities have aggressive, far-sighted chambers of commerce that will help locate a good representative or partner.

Seek new import items

About 100 companies control a majority of imports, and they are seeking new products. Some of these firms, in my opinion, have become too large to do an adequate job with a new product. One company represents the world's largest manufacturer of highway and construction machinery as well as the world's largest automobile manufacturer. Admittedly, he is one of the biggest dealers, from a sales standpoint, for both of these firms; however, he does not, and will not, stock spare parts or maintain service facilities.

Such a situation exists among many of the larger distributors (there are exceptions). Some even refuse to stock equipment. They merely take an order, open a letter of credit, add their mark-up, and collect from their customer upon delivery.

Saudi Arabia is still in many ways, strictly a merchant's economy, and the value of service is not an integral part of the Saudi's thinking. Again, I feel, one should investigate the possibility of contracting with a representative from the newer companies springing up all over the Kingdom. A number of their management personnel are American-educated. They have been exposed to U.S. servicing methods and are more acclimated to modern commerce. Some, however, are underfinanced and need U.S. partners.

Japan, Hong Kong, and Europe are very active in Saudi Arabia. The Japanese have virtually cornered the tire and textile markets. Hong Kong provides most of the kitchen and household products. Europeans are selling a great deal of the industrial equipment and machine tools.

LIGHT INDUSTRIES such as this Dammam shoemaker's shop still account for the bulk of Saudi Arabia's domestic production, and the mission found many promising areas for U.S. investment.

The Saudi claims that U.S. products are priced too high—that we are not competitive. If we are not competitive, it is only because we are not aggressive enough in our marketing efforts. Only experience, and U.S. salesmanship, will convince the Saudi of the value of quality over price.

The Saudi Arabian Kingdom is a land of contrasts. In some areas, imported bottled drinking water sells for $1.25 per quart, while gasoline is $ .18 a gallon to the consumer. It has the latest in modern appliances, many late model automobiles, Japanese motorcycles and scooters (one motorcycle dealer in Jidda delivers 200 units a month), an abundance of ultra-modern homes, new office buildings, many new schools. Construction is evident in all areas.

Benefits of mass buying

Jidda has a new Procter and Gamble licensed plant producing Tide and Cheer. This installation, an example of what can be done, has 77 employees, turning out 2 tons of detergent per hour. All raw materials are purchased through Procter and Gamble, thereby exposing the market to the advantages of mass purchasing. The plant has reduced consumer detergent costs by 7%.

The Mission visited many new indus-

CROWDED PORT FACILITIES at Jidda handle much of Saudi Arabia's imports. The mission foresees the day when Saudis will make most of their own goods.

trial establishments in Saudi Arabia: Pepsi Cola; Procter and Gamble; cement as well as gypsum plants; brickmaking plants; a steel fabrication company that produces barges, gasoline transport trailers and large petroleum storage tanks; acetylene works; oxygen and CO_2 plants; factories for manufacture of 5-gallon tin cans for kerosene; producers of paper boxes, cups, containers and toilet paper; the ARAMCO installation at Dhahran.

These smaller, Saudi owned companies are well run and well maintained—an example of the result of training local labor and management. More industry will follow, and it may well be equipped by European suppliers unless we become more active.

Needs technical assistance

Because of its oil revenue, Saudi Arabia is not classified as economically "underdeveloped". This is important to the U.S. businessman because he is dealing with a financially independent and proud people who are developing the country with their own money. The Saudi has a worldwide reputation of honoring his obligation and prides himself on keeping that reputation unblemished.

The country has money, but is in dire need of technical assistance as well as skilled labor. They need machine tools and particularly machinery for steel fabrication. Good opportunities exist for stamping and assembly facilities plus a machine shop to make dies and fixtures. To my knowledge, the largest hydraulic press in Saudi Arabia is 100 tons (and it is owned by an automobile dealer).

Sheet steel is purchased pre-cut to specification (from Japan) and is shaped by hand, increasing production costs considerably. A substantial market exists for the sale of used machine tools, although it will take some aggressiveness on the part of the salesman. The Saudi is accustomed to buying only new equipment.

Look ahead

Possibilities of exporting finished products to Saudi Arabia are good, but one should look ahead to eventual fabrication or manufacture in the Kingdom, with a license or on a joint venture. Americans looking for a profitable joint venture can find it in Saudi Arabia, but they might do well to look into investing capital equipment and engineering, rather than dollars—because money is available there, and capital equipment would comprise the largest part of a new Saudi corporation's expenditures. In addition, spending dollars in the United States for capital equipment to be exported will not drain our own dollar reserves.

Americans are needed in Saudi Arabia to provide technical and engineering skills, but they must prepare themselves for living conditions not up to the standard to which they are accustomed. There are schools for children of American personnel, but they are crowded. The cost of living is more expensive, as most food stuffs are imported. Utilities cost more and are not always reliable. (The electricity in Jidda went off three times in the 10 days we were there.)

Outlook good

The climate is hot and air conditioners are essential. Women are not permitted to drive automobiles. The best medical and dental facilities are in Beirut, Lebanon. Water must be boiled and locally grown vegetables thoroughly washed. This will mean that U.S. management should be prepared to pay a much higher wage to the men it sends over.

The outlook for industrial development is good! Very good! Saudi Arabia is not going to remain in a position of being forced to import virtually everything. Investment capital, as well as property, is available in the country.

The market is there. Not just in Saudi Arabia, but in neighboring Arab countries as well. The American seeking new markets should look into this mushrooming economy. The country will continue to grow, and it is up to us to decide whether or not we want to remain behind our wall of provincial thinking or look ahead to the inevitable time when the U.S. market has reached its saturation point and we are forced to broaden our areas of marketing.

U.S. firms already operating overseas, plus those who move into the international business now, are the ones who will be alive and healthy 20 years from now. The world is getting smaller every day.

Heavy machinery market opens rapidly; U.S. exports increase

Now is time to get in on ground floor; improved methods and machinery, as well as parts and services, in demand

By WILLIAM L. QUINLEN
Choctaw, Inc.
Memphis, Tenn.

There is no doubt that Saudi Arabia is a land of opportunity for the sale of U.S. construction equipment.

QUINLEN

The market, especially for roadbuilding machinery, is opening up at a rapid rate. U.S. firms that have been in on the ground floor are enjoying a rapid acceleration of sales. For example, Caterpillar sales are increasing yearly. The largest contractor in Saudi Arabia is understood to own more Caterpillar equipment than any other individual in the world, and last year purchased more than 40 Caterpillar tractors and dozers and a number of special desert hauling units.

Saudi businessmen are becoming aware of the opportunities for the sale of all types of construction equipment and great interest was evident from inquiries the Trade Mission received. One of the largest and oldest Saudi Arabian firms wants to talk to U.S. firms about tractors and dozers (crawler and rubber tired), scrapers, elevating graders, motor graders, compaction rollers, stone spreaders, vibrating tampers, water tank transports, sprinklers and other allied road equipment. The same firm would like a joint venture with a U.S. contracting firm.

Other well financed firms either want an equipment distributorship or a tie-in with U.S. construction firms. Saudi Arabian firms realize they do not have the know-how, trained key personnel or knowledge of equipment.

Good connections

To do business in Saudi Arabia, association with a Saudi firm with the proper connections is a must, not only for the sale of equipment but as a contractor. The Saudi firm must have good Government contacts, be able to obtain advance information, and have business connections for selling equipment. A tie-up of U.S. contractors and Saudi firms would lead to more sales of U.S. construction equipment.

The Saudi Arabian Government with large cash reserves and increasing revenues, especially from oil, is committed to large yearly expenditures amounting to over $304 million for public works, and the program has just started.

Building construction, except under proper American or foreign engineering supervision, is deficient according to our building codes. Local contractors use ungraded, uncrushed and unclean rock or gravel and unclassified dirty desert sand. The result is poor strength concrete, buildings out of plumb, crumbling and cracks, and in some instances, complete collapse.

Forming is done with 6″ and 8″ boards with no form ties, very little bracing and wood poles for shoring. Mixed concrete is wet and leaks badly from the forms; no vibration is used—and very little if any tamping. Failures also result from lack of proper footings, materials testing and engineering supervision and inspection. Jobs under the supervision of competent engineers have demonstrated that proper construction is possible.

There are, however, variations in competence and good construction is found in various cities. Aramco has had an important influence in the Dhahran area because of proper engineering supervision and construction advice. Aramco has loaned its engineers to local municipalities, has taught local contractors construction methods, and has set up schools for operators.

Proper codes and inspection regulations are bound to come. The Saudi Arabians themselves are realizing that efficient engineering and use of equipment and materials, although costing more originally, will pay off. This realization will lead to the sale of construction equipment and supplies as specifications get tougher and contractors with know-how are able to build at cheaper prices and turn out a first-class job.

Engineers for road work under construction or being let for bid are insisting on strict specifications on base material and compaction. This will lead to the demand for rock crushers and allied equipment, screening and washing, and use of proper compaction equipment, water transport and sprinklers, front-end loaders, hauling units and other equipment in addition to road equipment now being used.

Improvement on concrete specifications will require the use of form ties, bins and batchers, better concrete mixers, mechanical floor finishers, air compressors and air tools, towers and hoisting equipment, concrete buggies and buckets, conveyors and small and large cranes and a host of other equipment used by the average U.S. contractor especially on multi-story buildings.

Plans for expanded water and sewer facilities under study by U.S. and foreign engineering firms will lead to the expanded use of draglines, backhoes, ditchers, side boom tractors, and other such equipment. A review of prospective jobs indicates that water facilities have a priority over sewer systems because of increasing water demand.

Time to act

Construction equipment firms that get proper representation will realize increasing sales from this booming economy based on cash generated in greater amounts each year and with the Government under King Faisal dedicated to an expanded public works program.

The Government, with its large cash surplus and much of the money in U.S. banks, is not financing projects on credit or sale of bonds. It will take time for some of the planned programs to reach the bid stage, and demand for certain types of equipment will lag; but now is the time for U.S. firms to act in seeking representation by a reliable Saudi firm. There are only a limited number of potential dealers from which to choose.

A word of caution

One word of caution to U.S. manufacturers: Sale of equipment without proper service and parts backup is the biggest problem to contractors. One of the largest contractors in the Middle East discussed this with the Mission. The company has millions invested in equipment. Their chief complaint with the Saudi setup was lack of backup service and parts by some dealers and manufacturers, and the diffi-

KING FAISAL HIMSELF attended the opening of Procter & Gamble's Saudi Arabian Tide plant.

culty in getting equipment repaired or adjusted when delivered faulty.

The contractor stocks large quantities of parts himself, but frequently replacing stock takes months. Emergency orders from the United States tie up the equipment for months and air freight is expensive.

As there is very little equipment inventory on hand or in central Middle East depots, he purchases equipment not desired, because of quicker delivery from a nearby market. He realizes that specialized equipment cannot be stocked, but feels that manufacturers should include ample spare parts and have an engineer on hand to set up the equipment and train operators.

There is an opportunity for a firm to set up a repair shop and parts department, with proper tools and a couple of master mechanics and local labor as shop mechanics, for the repair of contractors' equipment and buying and selling used equipment. Much equipment, perfectly good by our standards, needs overhaul or repair but is pushed aside because of lack of parts and know-how. Used machines would have a ready market if backed up by the dealer. The cost is secondary because when the need arises the contractor wants equipment now, but is often afraid to buy used equipment.

Also in the car and truck market, manufacturers who insist on dealer parts and service backup sell the majority of new and used cars.

MISSION REPORT: CONSUMER GOODS

Saudis show brisk interest in U.S. products and services as modernization spreads

Most merchants want to trade for lowest priced article, but quality and design are beginning to be highly desirable

By WILLIAM S. HONNEUS

Time-Life International
New York, N.Y.

A country may trade with its enemies, but it prefers to do business with its friends. We have ample evidence that Saudi Arabia is a close friend of the United States.

HONNEUS

The first Trade Mission to Saudi Arabia found a deep interest in U.S. products and services.

Friendly as Americans, this proud nation is fast becoming a modern society. One has only to see the motor traffic in its major cities, Jidda and Riyadh, to realize that out of the dust of the desert there is emerging a vibrant nation that will learn modern habits with the speed of the late twentieth century.

Auto traffic of these two cities resembles any busy U.S. city of comparable size; and right along with the brightly colored 1966 automobile goes the donkey-propelled water carrier.

We talked with a young Saudi taxi driver in Jidda who proudly owned a new American car. His headpiece was the same color as the upholstery of the car. This taxi cost him 20,000 riyals (close to $4400). He worked for himself because "I respect myself—and I am taught to respect foreigners."

Usually he makes $5 a day, but during Haj, when thousands of pilgrims move on to Mecca, his daily take is $25 to $30.

He told us honesty is the basis of the Arab religion. I recalled my college economics professor saying, 40 years ago, "Business is built on the supposition that the majority of people are honest."

To the country's trade in rice, sugar and barley may be added the latest TV's from the United States. Several companies have been buying 80% of their textile purchases from Japan, Thailand, the United Kingdom, or Czechoslovakia, but the clothing importer now wants a growing percentage of the newest U.S. products.

The dealer in novelties carefully reads a U.S. trade journal and immediately wants to get in touch with a dozen American suppliers who were prominent at the latest Gifts and Accessories Show in the United States. Some of these items can be duplicated in European supply centers, but the appeal of U.S. goods is unmistakable. Quality and design are beginning to be highly desirable characteristics.

The Saudi penchant to trade for the lowest priced article still guides the majority of merchants. But a change is coming. It is evident with many visitors. The habits of centuries are changing in a relatively few years of increasing prosperity. Oil income has multiplied 40 to 50 times the former take from the Moslem pilgrims to Mecca.

Mid-twentieth century

In the Port of Jidda the brand new receiving center for the pilgrims has the latest water coolers, like those that grace the thirst-quenching corner of brand new American office buildings. Thousands of pilgrims find a new hospitality in mid-twentieth century style. Nearby is a modern oil-storage center.

In the receiving area Lebanese plywood is being unloaded, together with fruits and vegetables and the thousand and one products needed in a burgeoning nation, while a big Caterpillar trailer-scraper levels an area that will soon be part of the new port. Camels brought from Africa roam the same port area; they will be used largely for food, less for beast of burden.

Ships are unloading the latest TV's and new automobiles and trucks. Germany, Sweden, the United Kingdom and the United States are the suppliers. A new pier is being built to take care of increased shipping.

Supermarket considered

A leading supplier of packaged soap powder—Tide—inquired about the kind of American-style supermarket that would fit his city. He is thinking of building in two or three cities, but there are almost unsurmountable difficulties. For example, Saudi women do not participate in daily shopping as do American housewives. A change is visible—but slowly to be sure, because inherent custom is a vital part of the moral code.

The faces at a Chamber of Commerce reception are the faces of a friendly people. Certainly toward Americans there is a definite warmth, earned through years of understanding treatment by the U.S. oil industry. When a Saudi goes to Beirut or to the United States, he usually travels in Western dress.

U.S. prices will be a deterrent, but other forces are guiding the change. The Saudi has to learn that price is not the first factor in a sale, but that quality, reputation, and service are the chief elements. He is beginning to learn, as the leading Ford distributor in Riyadh says, that "service is the way money is made."

There is no doubt that the German products or those made in any part of Europe or Japan can and do equal many U.S. products. But U.S. businessmen have an opportunity to come into this emerging society, a society that wants to transform as rapidly as possible from nomad to the twentieth century. The United States is the chief supplier, with a 43% sales increase in 1965.

U.S. technicians, as well as British and French, are speeding up road communications. The latest passenger planes with American pilots already are there.

Lighting of the major streets of Riyadh reminds me of the new arc lighting in many U.S. cities. Power sources are slim, but a new General Electric generator arriving at Jidda will increase capacity.

We explained our Mission purposes to several newspaper editors. We told them we hoped to find out in which areas U.S. technology can be of advantage to Saudi Arabia. We reminded these editors that U.S. consumer goods are a standard of comparison around the world. They agreed that the volume of advertising would directly relate to the increase in the general standard of living.

Newspaper publishers ask about advertising, its effects, its usefulness to their society. They see this selling force emerging and they seek its revenues. U.S. firms should advertise when entering the Saudi Arabian market.

Until a few years ago the typical Saudi importer wanted to act as a kind of commission agent. Today scores of enterprising importers are aggressively seeking U.S. goods, but they consider their country as sovereign. They do not relish having a distributor from Lebanon control the import of products into their country. Arab pride enters into all dealings.

One cannot talk of modern Saudi Arabia without mentioning the part Aramco has played in helping move the entire country from feudalism to the modern world, in less than 30 years. Producing 2½ million barrels of oil a day, 8% of the world's production, this company will double production in 7½ years. Saudi Government revenue from oil will be over $700 million in 1966 from Aramco alone, and $70 million from other oil concessionaires.

In communication, Aramco pioneered with TV broadcasting into the Eastern Province and now has 37 hours weekly. The audience is 350,000 people, plus additional markets in Bahrein and Qatar. In a country with a large degree of illiteracy, one tested program brought in 20,000 letters from listeners. TV in Jidda and Riyadh also got started about two years ago.

In addition to public projects, private enterprise also is being developed. The first textile factory is producing cotton shirts and trousers, but needs more capital. The Mission saw a dozen new factories all typical of the new industrial growth.

The country has the services of several great American institutions such as the Ford Foundation, which is just completing a two-year economic study for the Government. A National Broadcasting team helps run the new Jidda and Riyadh television stations, under contract with the Government. Aramco has helped finance pilot business ventures run by Arab businessmen.

Task not easy

The editor of one key newspaper told the Mission, "Your Mission's task was not easy; Saudi Arabia is the cornerstone of the Islamic world, the focus of both East and West penetrations." Saudi Arabia wants U.S. assurance in order to develop, even if some temporary financial sacrifice on the part of the exporter is necessary. The Saudi has a high regard for U.S. businessmen. He believes the joint venture is a "great invention." "Saudi Arabia lacks not money, but advice and experience."

An ancient and proud people, wanting no outside financial aid, is waiting for friendly Americans to become their profitable trading partners.

U.S. PRODUCTS GET PROMINENT DISPLAY in this small but modern Dammam department store.

MISSION REPORT: EDUCATION, HOSPITAL SUPPLIES

Price is the chief consideration to Saudi buyers as nation builds school, health systems from scratch

Education and public health get big slices of national budget; crowded port conditions, severe climate restrict import traffic

By ANDRE WILLIAMS
Carter's Ink Co.
Cambridge, Mass.

The tremendous growth of Jidda and Riyadh has transformed these cities from quasi-medieval status to active centers of modern trade and commercial life. The expanding industrial activity around the East Coast city of Dhahran is another strong growth area.

WILLIAMS

This growth has produced a corresponding surge in the development of public education, which should prove interesting to suppliers of office and school supplies and equipment.

In a constantly expanding economy, more than 10% of the national budget is being devoted to education each year. The figure reached 12.8% in the current budget.

Specific figures for public health projects are not available, but here too an ever-increasing amount is being set aside for better facilities. The Government faces staggering problems in this area, because it is a question of creating large educational and public health systems where a few short years ago there was nothing.

Under these circumstances, price is the most important factor to Government buyers. They are interested in the largest number of beds or amount of classroom facilities their money can buy, even if they are not the most up-to-date.

A shortage of skilled nationals to staff schools and hospitals also adds to the problem by forcing the Government to hire teachers at premium salaries from Egypt, Lebanon or England; and doctors from Pakistan.

An indirect result of this is that many of these administrators are oriented toward Europe and European sources of supply.

The "Made in U.S.A." label still carries an enormous amount of prestige. It is a delicate problem for the American exporter seeking to penetrate this market to convey the message that his products are competitive.

An encouraging fact is that upward of 600 Saudi students presently attend schools in the U.S., by far the largest contingent studying in any single foreign country. When they return, they are bound to exert a great influence on the nation's buying tastes.

The distribution system is still rudimentary by western standards, with only a very few firms primarily engaged in importing office, school, and hospital equipment and supplies. This restricts the U.S. exporter and limits competition. There is no evidence that any foreign brand has cornered the market as yet, so there is still time to get in on the ground floor.

Local dealers recognize the necessity of expanding their lines by offering a wider variety of sizes, colors and prices; and by making a stronger appeal to the consumer.

Happily, there is little thievery in Saudi Arabia (the consequences are disastrous for the apprehended thief), and this should encourage U.S. suppliers to make generous use of display racks to increase impulse buying.

Literature in English will generally be adequate to explain the purpose of products and their correct usage.

Supermarkets, though still in their infancy, should be considered by manufacturers of articles for use in homes and small offices, for it will not be long before they diversify their offerings and feature non-food items.

Considerable business is done through general merchants and this offers an opportunity to combination export managers specializing in this field, notably for furniture and fixtures for schools and hospitals. There are several drawbacks with which American exporters must be prepared to contend:

- The limited number of importers;
- The facilities of the Port of Jidda are inadequate and, despite a crash program to increase the handling capacity of the piers, it will be several years before normal conditions prevail. Delays of up to two months are the rule, and inventories cannot be maintained on an even keel.
- A corollary of the jammed conditions at the port is that there is unusually high damage and loss in handling. Insurance rates are high.
- The severe climate, characterized by extreme heat and humidity two thirds of the year is very detrimental to the semi-perishable goods which make up a sizeable proportion of office supplies.

Since much of the business, not to say the bulk of it, involves the submission of bids for government tenders, price, as previously stated, is a dominant consideration. Yet there will often be uncertainty about the specifications to be met. U.S. manufacturers and combination export managers should stress quality and service while at the same time sharpening their pencil.

No restrictions

For those contemplating an eventual manufacturing agreement, whether licensing or joint venture, little comfort is to be derived from the utlra-free trade position of the Saudi Government: protective tariffs and import restrictions simply do not exist, and the very notion is distasteful to good Moslems.

Visits to business establishments in the principal centers turned up interest in the following products:

Textbooks: A particular need exists for elementary and intermediate English textbooks, and to a lesser degree for texts on other subjects. Classes are now being taught from European textbooks which have not been brought up-to-date in 25 years.

Paperbacks: There is a community of at least 1,500 U.S. and British residents in Jidda, and the majority of educated Saudis are very well versed in English. Recreational facilities are rare, and there is a crying need for fiction and non-fiction, especially paperback editions.

The same is true to a smaller extent of Riyadh. On the East Coast, Aramco's extensive library facilities make the problem somewhat less acute. Yet, the opportunity is there, too.

Stamp pads, inks, adhesives, paper clips, staplers and staples, pencil sharpeners,

carbon paper, and other home and office supplies: Except for two U.S. brands which dominate the market in fountain pens and writing ink, the business seems to go to Brtish, Austrian, and epecially German suppliers. Communist China also contributes certain items of incredibly bad quality, but which move because of ridiculously low prices. The impression has grown that U.S. prices are not competitive against those quoted by European suppliers, but a review of f.o.b. prices does not justify this conclusion. However, the U.S. exporter will probably find himself at a disadvantage on the basis of c.i.f. prices, although specific information is hard to find.

Columnar pads: These are printed and bound locally, and are often of low quality. An opportunity to sell quality products exists and should be exploited.

Typewriters and adding machines: The bulk are supplied by German and Italian manufacturers; a Swedish brand of adding machines also enjoys good acceptance. American manufacturers desiring to enter the Saudi market must be ready to supply typewriters with Arabic keyboard; since Arabic is written from right to left, this involves more than a change in the type.

Rebuilt equipment: In spite of the concern with price, hardly any interest exists in rebuilt office machines. Concern here is about service and parts.

Office furniture, files, desks, chairs: Most are purchased by the Government on tenders. European suppliers have a head start, and U.S. manufacturers must be ready to offer low price for acceptable quality. Demand exists for shelving (library and storage) and accessories such as waste baskets and typewriter tables.

Hospital equipment: Beds, wardrobes, and other goods are also procured on a tender basis and must be inexpensive. As previously stated, the concern of the government is to obtain as many units as possible for the money set aside for that purpose.

Because of the quasi-encyclopedic interest expressed by local businessmen in all the Mission had to offer and in quite a few products it had no thought of offering, it appears certain that early birds among American exporters should find a ready market for their products.

SAUDI LABOR LAW

The Labor Department's Bureau of Labor Statistics has published Labor Law and Practice in Saudi Arabia (BLS Report No. 269), which provides detailed information for U.S. firms which may be employing local workers in Saudi Arabia. The booklet, which costs 30 cents, can be ordered from the Superintendent of Documents, GPO, Washington, D.C. 20402.

U.S. AMBASSADOR Herman F. Eilts (left) welcomes Mission member Baccarini to Jidda. Handling the introductions is Shaykh Abdel Aziz Amba, a prominent member of Jidda's vigorous commercial community.

MISSION REPORT: CONTRACTORS

Saudi Ministries plan roadbuilding and public works

Spark boom for contractors; standards, methods improving

By WILLIAM L. QUINLEN

American contractors looking for foreign work should by all means study the Saudi Arabian road and public works program. There is a building boom on now and U.S. and foreign engineering firms are planning projects costing millions to be let for contract in the future. Road work alone in the next ten years is expected to be on a basis of roughly 700 miles a year.

The Government under King Faisal is committed to a broad program of roadbuilding, increasing water supply, irrigation, expanding present harbor capacity, and building new ports to handle the ever increasing tonnage. New electric plants, additional distribution systems, and new and expanded sewer projects also are included. Every Ministry has plans for new buildings, hospitals, schools, TV stations, and added communication systems.

At the start of the road program, because of lack of engineering and specifications, contractors were able to get by with poor construction, but that has changed. Now engineers are demanding proper subgrade, proper compaction, and the use of clean crushed stone. Paving must be up to specifications and concrete bridges must be poured using clean graded sand and aggregates, and proper strength steel reinforcing. Some contractors have been eliminated and are disqualified.

Road construction methods now are on the same basis as in the United States, except that more labor can be used because of lower wages. Local contractors have more work than they can do, and American firms can compete on equal terms with other foreign contractors.

An engineer with a U.S. engineering firm which has been on road work feels that an American road construction firm would need about 15 to 20 key personnel. Essential people are: a project manager, two dirt superintendents, two key foremen, a rock crusher superintendent, one fine grade foreman, a base course foreman, a drainage foreman, an asphalt superintendent, a bridge superintendent, at least two carpenter foremen, one master mechanic and two lead mechanics. This would be a minimum. In some instances, personnel might double on jobs; in others, because of distance on the job, additional personnel may be required. With the unskilled labor involved, a number of superintendents and foremen are needed.

A contractor should have plenty of spare parts, tires, batteries and tools on hand, and he should allow ample lead time for any shipment as harbor facilities are inadequate and unloading is slow.

I would also suggest that the American contractor have full authority and control of the job, including all purchasing, job management, and accounting, and that he operate according to American standards.

Establishing a business in Saudi Arabia

Companies having contracts with Saudi Arabian Government agencies need no special arrangements for operating in Saudi Arabia. They must pay Saudi income tax and abide by Saudi labor laws.

Firms in retail or wholesale trade must be wholly Saudi.

A special committee attached to the Ministry of Commerce and Industry is responsible for the approval of foreign capital in economic development enterprises as defined by the Foreign Capital Investment Code of Feb. 26, 1964. This committee can approve investments in Saudi Arabia with or without Saudi participation. Where there is a 25% Saudi participation, such approved enterprises receive a five-year tax holiday and all privileges enjoyed by national (Saudi) capital.

Minerals investments are covered by the minerals code.

There is no petroleum code but the general terms under which concessions may be granted can be obtained from the Ministry of Petroleum and Mineral Resources, Riyadh.

A decree establishing regulations for companies was issued July 10, 1965.

Commercial disputes are handled largely through mediation, for which there are three committees, attached to the Ministry of Commerce and Industry and located in Riyadh, Jidda, and Dammam. Each committee consists of a legal consultant, a representative from the local chamber of commerce, and a representative from the Ministry. If such mediation fails, recourse must be to the Shari'a (Moslem religious) courts.

Ownership of land by non-Saudis is prohibited.

For additional information, **write:** Near East-South Asia Division, BIC-8470, U.S. Department of Commerce, Washington, D.C. 20230.

MISSION REPORT: BUILDING MATERIAL

Building boom forces Saudi cement firms to double plants' capacities

Added output will probably still be insufficient to meet demand

By CLARENCE R. JONES

Reinforced concrete structures are used almost exclusively in building construction because of the high cost of structural steel. There are two cement plants in the country having a total capacity of about 600 tons per day.

The Saudi Arabian Cement Company of Jidda is a modern, self-sufficient plant with a capacity of 300 tons of cement and 100 tons of lime per day. The plant is operating at capacity and a contract for about $5 million has been awarded to a German firm to erect an addition which will have an additional capacity of 600 tons of cement per day.

The existing plant was also constructed by a German firm, at a cost of about $6 million, and began operation in 1957.

The firm employs about 320 persons, of which about 85% are Saudi. Electricity is generated at the plant site, using five 800 kw. diesel-electric motor generators. Oil is used to fire the rotary kilns.

Raw material consists of coral limestone mined nearby using open strip methods. The material in its wet state is ploughed up with bulldozers, allowed to dry, then moved to the crusher using mine-type locomotives. All finished products are bagged and sold to wholesalers at an approximate price of $20 per ton.

Construction has begun on the planned expansion of production facilities of the Saudi Cement Company, whose factory is located mid-way between Abqaiq and Hufuf in the Eastern Province. The factory has a maximum production capacity of 300 tons per day but, according to its Palestinian operations manager, has been exceeding that by about 20% for some months in an effort to keep pace with the heavy local demand for cement.

The expansion program essentially involves installing a second kiln and is expected to raise maximum production capacity to 600 tons of cement per day. Plans are being considered for an ultimate capacity of 1,000 tons per day.

Since the factory was originally designed for two kilns, very little additional plant construction will be required.

The Saudi Cement Company placed an order during 1965 for the second kiln and related equipment with the German firm of Polesius GMBH of Westfalen, the builder of the factory, and preparatory foundation work to house the equipment has begun. Deliveries of the equipment were made in January and the company hopes to have it installed and in operation by July.

Although capacity of the factory will double, the management foresees no more than a 10% increase in its industrial labor force (now numbering about 250) to maintain efficient operations.

The additional plant capacity will probably still be insufficient to supply the need. The rapidly expanding building program is expected to create a need for considerably more plant capacity.

SAUDI CEMENT INDUSTRY can't keep pace with skyrocketing demand, as buildings like the Finance Ministry's headquarters in Riyadh are sprouting up throughout Saudi Arabia. German firms have had the inside track in supplying Saudi cement firms.

ARABIAN TRADERS pose with William S. Honneus outside the Mission's headquarters in Dammam. The Arabian business community's general response to the Trade Mission was considered quite gratifying.

MISSION REPORT: GOVERNMENT CONTRACTS

U.S. Corps of Engineers provides services to Saudi Government under two contractual agreements

Designers have been selected; bids are to be invited later for work on television system, military bases

By CLARENCE R. JONES

The U.S. Corps of Engineers is providing services to the Saudi Government under two contractual agreements between the countries, and invitations to bid on the work are expected to be issued next fall and winter.

One agreement covers design, construction, and operation of a television system; the other, design and construction of military bases. The Saudi Government is paying full cost to the United States for these services.

The Area Engineer of the U.S. Corps of Engineers, Division Mediterranean of Jidda, in an interview with the Trade Mission said that the work was progressing satisfactorily and that they have selected McGaughy, Marshall, McMillan & Lucas, architects and consulting engineers, to design television facilities for Medina, Mecca, Taif, and Buraydah. Basil, Metcalf & Eddy, have been retained to design three military camps in Saudi Arabia.

The present staff consists of 11 engineers with an estimated build-up to about 130 over a two-year period. All design work is contracted to qualified architect-engineer firms. The contracts specify that the chief of each engineering discipline, his principal assistant, and group leaders must be professional engineers licensed to practice in one or more States in the United States. Thirty such engineers will be required. All design and construction is to equal American standards of good practice.

The TV system is estimated to cost not more than $3 million. Sub-contractor for the electronics and microwave equipment is Edison-Page. RCA equipment is being used. The design has just gotten underway and is to be completed in June 1966; advertisement for bids is expected about Sept. 1.

The three military camps for the Saudi Government, estimated to cost around $100 million, are to be completed in a six-year program. The design contract was awarded in November 1965 and the first increment is to be completed in November 1966. An invitation to bid on the first major construction contract, of about $25 million, is expected to be issued next February. The architect-engineers are providing the design from their Athens office, with field groups in Saudi Arabia.

Architect-engineers interested in working the European/Mid Eastern areas should submit their qualifications to the U.S. Corps of Engineers, Mediterranean Division, Livorno, Italy, for consideration on any work that may be available in the future.

Foreign market surveys

The latest titles in the Business and Defense Services Administration's (BDSA) Foreign Market Survey series include:

Automotive Service and Repair Equipment in Sweden. 14pp. 25 cents.

Boating Accessories and Equipment in Italy. 24pp. 25 cents.

Boating Accessories in the United Kingdom. 37pp. 50 cents.

Commercial Baking Equipment in Japan. 79pp. 75 cents.

Dairy Machinery in West Germany. 18pp. 25 cents.

Write: Sales and Distribution Section, U.S. Dept. of Commerce, Washington, D.C. 20230.

Propping the farm sector

Saudis trying to revitalize once-dominant agriculture, neglected since oil boom began

By JOHN BACCARINI

A broad look at the economy of Saudi Arabia reveals a dual structure. One is a money economy, based on the oil industry and its related needs; the other a subsistence economy which depends on agriculture and animal husbandry.

Before the oil boom, agriculture and the taxes levied on pilgrims to Mecca and Medina were the major sources of the country's income. However, little has been done to improve or develop the agricultural sector since then.

Flow of capital

The oil revenue is providing a substantial and increasing flow of capital which the government is using to modernize a traditionally stagnant and underdeveloped economic structure. The country is now importing the majority of its foodstuffs, but within a period of five to ten years, Saudi Arabia could probably supply a substantial portion of her needs.

Rural and nomadic populations are migrating to the five or six major cities, where commercial activity has developed rapidly and is providing new job opportunities. Today, income from trade, transportation and communications accounts for an estimated 15% of the Gross National Product (GNP), while agriculture provides only 12%. Estimates indicate that this 12% is produced by some 60% of the population.

An extensive agricultural planning program has been completed. The Kingdom was divided into seven agricultural provinces, with contracts having been awarded, or soon to be awarded, for extensive hydrogeological surveys. These surveys, financed under a $48 million agriculture budget, aim to show that Saudi Arabia is as rich in water as it is in oil.

Some areas receive good rainfall, but heretofore it was allowed to run off or evaporate, which also created serious erosion problems. Recently, the Government initiated an extensive water storage program. A large dam being designed for the Wadi Jizan will store over 12 billion gallons of water, bringing 20,000 acres of desert under cultivation.

The owner said he had two types of sharecropper programs. If he merely furnishes land and water, he splits the proceeds 50/50 with the workers. If he furnishes land, water, seed, fertilizer, transportation and plowing, he gets two-thirds of the proceeds. He owns a truck and transports all produce to the markets in Jidda and Mecca, at no cost to the laborer. While visiting the Al-Kharj agricultural area about 60 kilometers from Riyadh, we saw a "sink-hole" similar to those in the United States, with a diameter of about 100 yards. Huge Caterpillar diesels power four pumps 24 hours daily, through four 12′ pipes. The water is funneled into sand canals for distribution to the farms but estimates show that over 40% is lost through evaporation and seepage. A system of pipe or concrete canals would save a great deal of precious water.

The Saudi agricultural programs are underway and a great deal of progress is being made. This means that a vast market will be opening up for exporters of agricultural machinery, drilling rigs, pumps, and equipment for food processing, including mills, fisheries and slaughter houses.

Wells to be drilled

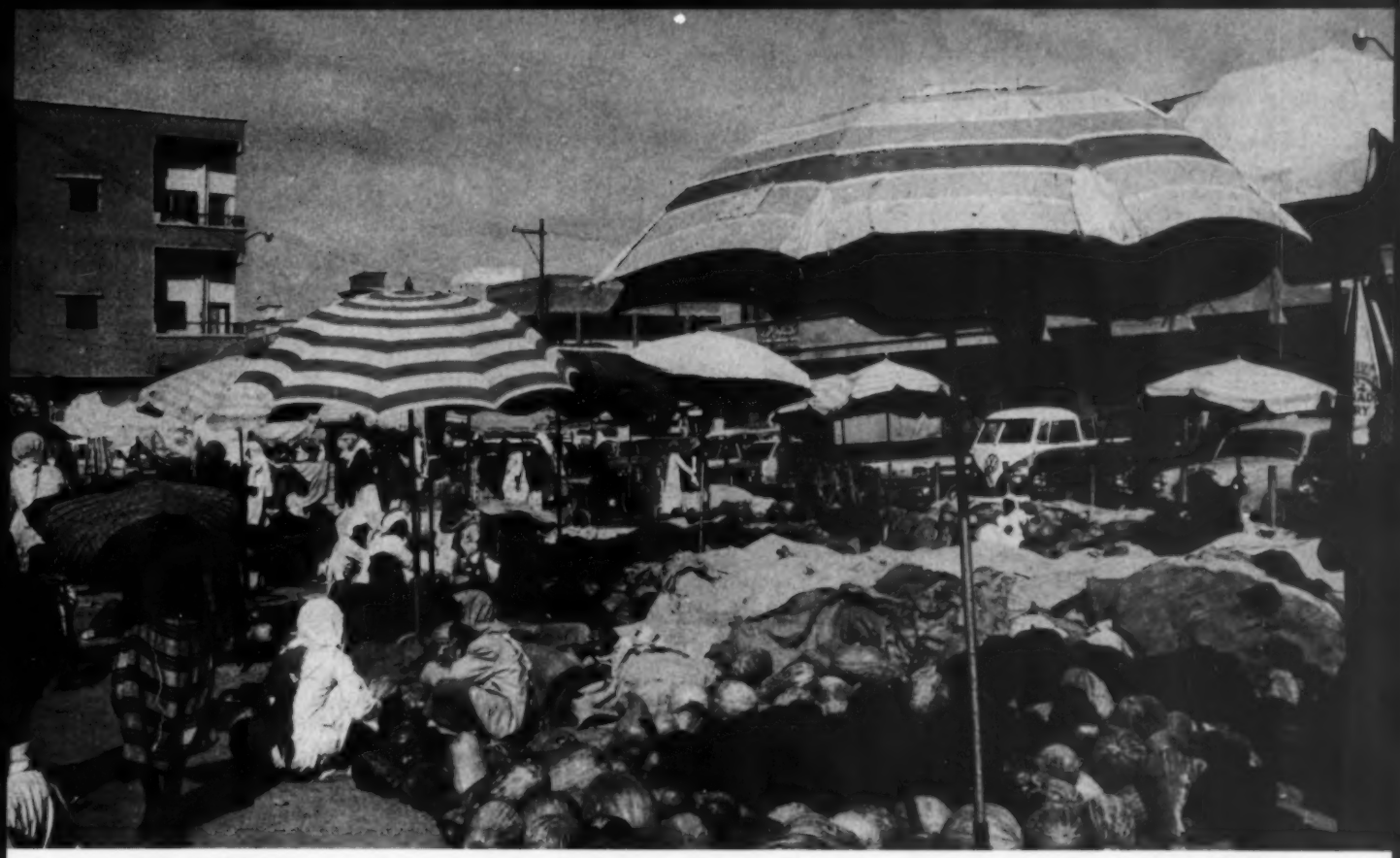
Great stores of sweet water have been found underground and hundreds of deep water wells are to be drilled.

A ten year program of soil reclamation was recently begun in the Wadi Sahba region, which will convert 12,000 more acres of desert into productive soil. Geologists say the soil in these areas is comparable to our own rich Mississippi Delta. Over 80% of the cultivated land is irrigated with the remaining 20% relying on an annual rainfall of around 13 inches.

Latest surveys show that once the reclamation and irrigation programs are completed, field crops of most varieties can be grown. The government has planted millions of young trees to keep the desert out after completion of the reclamation programs.

The Kingdom has also initiated a pro-

IRRIGATED LAND IS MAJOR FACTOR in farm output of Saudi Arabia. Annual rainfall is only 1.3 inches.



SMALL SCALE OPERATIONS such as this outdoor market still dominate the Arabian food distribution system, and the key to success for U.S. food exporters lies in their willingness to accept moderate-sized orders. Most Saudis would like a little more variety in their diets, although satisfied with their basic fare.

gram of agricultural instruction supervised by several American experts.

The majority of machinery available to farmers is owned by the Government. This consists mostly of large track-type tractors which are rented to farmers at a low hourly rate. The problem is that everyone wants them at the same time and they simply cannot go around. An enormous potential market exists for a tractor designed for small acreage farming, but there are problems to be solved first.

The right Saudi agent, with good connections, could get government tenders; and an aggressive sales effort which stressed service, parts and instruction in operation and maintenance, might be able to tie in with the Agricultural Bank method of making "in-kind" loans.

Some mission members visited a well laid-out farm near Jidda which had been desert nine months before. The owner has 100 acres, leveled for him by the Government, and about one-fifth is under cultivation. His tomatoes were as beautiful as those grown any place in the world, which he takes to market each day. He also harvests okra, eggplant, radishes, green peas, green peppers, sweet corn, melons and date palms, which bring in a ready income.

MISSION REPORT: FOOD

Saudis like their basic fare, but are looking for variety

Shift from nomadic to urban style of life is changing diet habits; U.S. suppliers must be ready to fill moderate-sized orders

By ANDRE WILLIAMS

Arab hospitality is famous, and deservedly so. The Mission members had numerous occasions to verify this and to study the diet of the Saudi citizen.

The basic food is rice, and wheat flour is used to prepare a flat, unleavened bread. Meat products are lamb and chicken. Pork, of course, is prohibited by the Moslem religion. Some veal is found on the West Coast, but beef is practically nonexistent, and its flavor is not popular among Saudis.

The absence of good grazing land explains why goats, camels, and sheep are the only animals which can thrive in the country. As a result, their meat forms the basis of whatever meat products are consumed. However, the Saudi is now looking for more variety, even though the fare is tasty and attractively displayed.

Great interest was shown in milk and milk products, especially condensed, evaporated, and powdered milk. In the last category, "full-cream" and "half-cream" powdered milks are in great demand. Milk imports come principally from Switzerland and the Low Countries.

Cereals of all kinds, starting with rice, and including wheat, barley, oats, rye are needed. Local production is totally inadequate to meet the needs of the population. However, Saudi importers caution that they prefer to import in moderate quantities (in the 50 to 150 ton range, including several types of assorted cereals), and on a quarterly basis.

Supermarkets are there

They are also interested in importing cereals for cattle and poultry feed, but here again they are thinking in terms of medium quantities, and they have found that American exporters tend to look down their noses at such modest requirements.

There are several supermarkets in Jidda and Riyadh, selling food items almost exclusively. These deserve to be called supermarkets because of the range of products offered, but not on the basis of speedy check-out counters. Canned goods from the U.S., France, Switzerland, Holland, Belgium, Egypt and Syria appeal to Saudi and Western tastes alike. Prices are high but not unreasonable, the premises are clean and orderly, and modest refrigerating facilities are available.

Grows, imports dates

Fruit, mostly from Lebanon, is on display. Though Saudi Arabia is a large producer of dates, and exports some of the production from its western provinces, it must import from other countries where transportation difficulties make it more convenient to do so. Overall, Saudi Arabia is a net importer of dates.

Some products, such as raw coffee, beans, lentils, and other dry staples, are sold from bags or barrels, general store fashion, in these same supermarkets. Dried raisins, nuts, figs, are also popular, and used in the preparation of rice dishes.

Cardamon seed is used extensively in the brewing of a special type of coffee which is served on all social occasions. Although cardamon seed comes mainly from Guatemala, some Saudi wholesalers would prefer to buy it from brokers in the U.S.

Interested in food

The interest in food products was greater than anticipated, and the number of inquiries received and published reflects the advisability for U.S. food exporters to look carefully into the possibilities for trade. The country's standard of living is going up at a rapid rate but, more important perhaps, the style of life is changing from nomadic to urban. The wise manufacturer or broker will take advantage of this made-to-order situation.

A FEW METAL SHOPS such as this one in Dammam are operating, but most items must be imported.

MISSION REPORT: DEVELOPMENT WORK

Embassy outlines construction projects planned in Saudi Arabia

Gives U.S. firms a rough idea of what's being built by whom

The Economic section of the American Embassy in Jidda has compiled a list of development projects in Saudi Arabia. The Embassy noted that not all of the projects represent known opportunities for U.S. exporters, contractors or engineers and the list is not necessarily a complete inventory of proposed projects.

In some cases contracts have already been awarded for design and construction, but equipment sales opportunities may exist. Others may be handled by tenders for which select lists have already been prepared. Still others are cases where no definite plans are known to exist, and promotional activity may be needed.

The list is presented as a rough indication of project activity for U.S. firms considering business in Saudi Arabia.

Air defense package: (1) *Missile site construction* including housing, barracks, and supply of incidental equipment. Being handled by Raytheon Corp., Lexington, Mass. (2) *Interceptor aircraft base construction*, staff housing, supply of incidental equipment (prime weapons systems contracted for) being handled by Air Works Services, International, England.

Jidda refinery: Universal Oil Products, Des Plaines, Illinois, designed and will supervise. Construction contract award expected shortly. Work being done for Ministry of Petroleum.

Riyadh topping plant: Universal Oil Products doing feasibility study for Ministry of Petroleum.

Lube oil blending plant: Mobiloil negotiating with Petromin, Ministry of Petroleum, over participation in planned 50,000-90,000 barrel per year plant. Estimated cost under $1 million.

Grain storage and milling facilities: Multimillion dollar construction as part of nationwide plan. Design contract award to one of three selected firms expected in near future. Work being done for Ministry of Commerce and Industry.

Fertilizer plant: Design and Construction bids may be called in first quarter, 1966, for plant yielding daily 35 tons sulfur, 600 tons ammonia, 1,123 tons urea. Feasibility study and operating contract by Occidental Petroleum Corp., Los Angeles. Work being done for Petromin, Ministry of Petroleum.

Electric generators: Electrification of

numerous rural communities planned. Jackson & Moreland, Boston, hold consulting contract to Ministry of Commerce and Industry.

Combination desalting and electric generating plant: Design contract was scheduled to be awarded in first quarter 1966 for Jidda plant with capacity of 36,000 kw. and 5 million gallons per day. U.S. Office of Saline Water and U.S. Department of the Interior responsible on behalf of Saudi Government Saline Water Conversion Office, Ministry of Agriculture.

Desalting plants: Saudi Government considering several small plants at various sites including Red Sea coast towns of Duba and al-Wajh for Saline Water Conversion Office, Ministry of Agriculture.

Municipal water projects: (1) *Construction and Supply for Riyadh*-Swedish firm VATEN designing complete water treatment and distribution system. (2) *Construction and Supply*—Preliminary underway by U.K. firm of J.D. & D.M. Watson, P.O. Box 2023, Jidda, for drainage in Jidda and for development, distribution and drainage in Mecca. (3) *Studies* begun for drainage, Riyadh, by CANSULT of Canada.

Land development-irrigation, drainage: (1) Possible $40 million construction project, Al-H as a oasis. Tenders possible late in 1966, for Ministry of Agriculture. (2) Haradh land development and Bedouin settlement project, 10,000 acres. Preliminary studies and designs by FMC Corporation for Ministry of Agriculture, $20 million project.

Wadi Jizan dam: Flood control dam under design by ITALCONSULT. Tenders possible second quarter, 1966. May be followed by land development, irrigation project for Wadi Jizan—Ministry of Agriculture.

Military cantonment construction: $100 million program under U.S. Corps of Engineers with Area Engineer in Jidda. Architect-Engineers: Joint venture of Frank Basil, Inc., Metcalf and Eddy, the Architects Collaborative. Master plan under preparation.

HEADQUARTERS OF SAUDI ARABIAN Ministry of Information, Radio Jidda, and Saudi Arabian Monetary Agency line Airport Avenue, one of commercial Jidda's busiest and most attractive thoroughfares.

Highways: (1) *Construction*—over 2,000 km. of highly engineered roads to be let. Small (75 to 150 km.) sections tendered separately—Director General, Roads Department, Ministry of Communications. Design contracts held in three approximately equal portions by Wilson-Murrow, Inc. of Jidda, Washington and Salena, Kansas; Andreas Wagner, Munich, Germany; and Sauti of Italy. (2) Possible opportunity to provide *highway maintenance*, organize and train maintenance section for Ministry of Communications for Roads and Ports.

Microwave equipment: (1) Possible design contract to be offered in near future for nationwide microwave links. Nippon Telecommunications Consulting Co. doing feasibility study for Deputy Minister of Communications for PIT, Ministry of Communications. (2) Microwave TV link, Jidda to Mecca and Taif. McGaughey, Marshall, McMillan and Lucas, Norfolk, Va., preparing engineering studies. U.S. Corps of Engineers in charge.

Port project: (1) *Construction and Supply*—Major expansion Jidda port. Select list construction tender expected soon. Design by William Halcrow & Partners, London—Director-General, Dept. of Roads and Ports, Ministry of Communications. (2) Expansion of Dammam Port. Award of feasibility study contract to firm already on select list possible first quarter, 1966—Director-General, Saudi Government Railroad, Dammam. (3) Modernization and expansion of several small Gulf ports. Feasibility studies reportedly contracted for—Director-General, Dept. of Roads and Ports, Ministry of Communications.

Airports: Complete new international airport, Jidda; expansion of Riyadh airport with new terminal building. Master plan and design underway by Airways Engineering Corp., Washington, D.C. Construction tenders possible middle or late 1966—Directorate General of Civil Aviation, Jidda.

Auditoriums for Riyadh and Jidda: SINDICO, Riyadh are architect-engineers.

Administration and studio building, Riyadh: contact Ministry of Information.

"Industrial estates", Jidda, Riyadh & Dammam: contact Ministry of Commerce.

Riyadh University: Relocation and gradual construction of large campus by the Ministry of Education.

College of Petroleum and Minerals, Dhahran: New campus to be designed by Andell, Rowlett and Scott, Houston, Texas.

LOCAL PRIDE SHOWS THROUGH in this label. The area's light industries have the best growth potential.

MISSION REPORT: ANOTHER ARABIAN STATE

Bahrein's oil production levels off but commercial prospects look good for tourist trade, manufacturing

Future viewed with optimism, hope that rising standard of living will again make country a center of trade

The island of Bahrein has been a commercial center for the Persian Gulf for hundreds of years. Foreign travelers have been commonplace on the island since the time of Herodotus.

Bahrein enjoys a special treaty relationship with the United Kingdom which relieves the ruling family of concern with foreign affairs and national defense, and has had a stable oil income since the early thirties. Its comprehensive health program has resulted in one of the world's highest population growth rates in an area where only a few decades ago one in 10 infants survived. An extensive public education program has given Bahrein the highest literacy rate in the Middle East.

Oil production appears to have levelled off at $50 million a year and for the first time the Government finds itself faced with the problem of deficit spending. Consequently, the business community is now seeking other sources of income.

There is generally an optimistic view of the future, however, based on the hope that rising standards of living in neighboring countries will once more make Bahrein the center of trade in the Gulf and on the possibilities of new and richer oil discoveries.

Light industry possibilities

Mission members found no engineering firms which offer consulting services in Bahrein nor any great demand for such services at present. There is considerable talk among local businessmen about development of the island for tourist trade. Good possibilities also exist for location of light industry to manufacture products used in Middle East trade. Under such conditions a service engineering and architectural firm would be needed for Bahrein and the Arabian Gulf Coast.

In addition to the Caltex-owned Bahrein Petroleum Company (BAPCO), a large electric generating plant, and a few operations such as pottery, cement, soft drinks, and boat building, represent industry on Bahrein.

The pearling industry, once the source of Bahrein's wealth, has virtually vanished. Only a few pearling boats now put to sea, in contrast with hundreds active in the industry a few decades ago.

The island with its geographic location in the Persian Gulf, and its background as a commercial warehouse for Saudi Arabia and other Gulf States, could support a variety of small production facilities. For example, there is little fresh meat or poultry available for the foreigners at the Bahrein Petroleum Company. Their primary supply is frozen and shipped from other areas. The same shortage applies to eggs. A small, but complete, chicken farm and hatchery should do quite well from sales to foreigners alone. A good market exists for ready-made clothing and uniforms, but not in quantities to which U.S. manufacturers are accustomed. Bahreini businessmen are also participating in a move to expand and modernize the fishing industry, and are talking about constructing resort hotels to encourage tourist trade. Because Bahrein has low tariffs, prices are reasonable.

Agriculture lags

Agriculture has been allowed to languish over the past few years. As in most developing areas of the world, people move from less profitable farms to urban centers where jobs are plentiful in the petroleum industries. The Bahreinis have recognized this problem, A U.S. agriculture expert was recently hired by BAPCO to establish an experimental farm and teach new methods. Prospects for selling machinery are some years away.

Construction techniques and use of modern construction equipment show evidence of Western influence. There is a parallel between Bahrein and the Eastern Province of Saudi Arabia where Aramco engineering and construction techniques have helped to influence standards of construction and the use of modern equipment. There may be specialized projects to attract attention of U.S. contractors, in addition to contracts for equipment and services needed by BAPCO. Due to past efforts in the field of public works, Bahrein does not appear to have the need or the potential for a continued large works and roads program. Some interest was shown in modern building construction equipment such as steel scaffolding, power trowels, masonry saws, vibrators, and portable conveyors. Office equipment and supplies in the medium price range offer good opportunities.

Visits from American businessmen are few and far between, generally brief, and do not establish any solid foundation for future business. An aggressive mail campaign with catalogs and price lists could be conducted by U.S. firms.

MODERN GRID shows town in Bahrein where, with nearby living standard rising, trade outlook is good.

Qatar on move

Projects planned to expand facilities, build industries

Doha, the capital of Qatar, was a small fishing and pearling village on the Gulf coast 20 years ago. Today it is a modern city by regional standards.

Oil was first discovered on the peninsula in the early 1950's and in 1965 income from this source was approximately $59 million. The bulk of the country's revenue comes from oil produced by Qatar Petroleum Co. and Shell of Qatar. A third company, U.S.-owned Continental Oil Co., is currently prospecting for oil both on and off shore.

Of the Shaykdom's income, about $22 million is spent on public works, health and education.

The oil companies undoubtedly have influenced construction. Government buildings, large private homes, hotels, airport and other construction are tastefully designed and well constructed. All were built by local contractors under professional engineering supervision.

Lively plans

Some large specialized projects are already underway or in the planning stage. These include enlargement of Doha's port facilities which involves construction of berthing facilities, and cutting and dredging a new deep water channel; a cement plant; additional water and sewer facilities; enlargement of the present airport at Doha and additional Government buildings and housing.

Some interest was shown in modern labor-saving building equipment such as steel scaffolding, power trowels, masonry saws, air compressors and tools.

Doha has 80% of the country's population. Schools, hospitals and recreation areas have been built with oil revenues. Parents of school children get a stipend and all pupils get free books, food and instruction. Hospital care is also free.

Useable underground water at easy depths is sufficient to provide for planting foliage along streets and in parks. Three supplementary sea water distillation plants provide excellent drinking water—almost two million gallons daily. The third plant will be expanded soon.

Although agriculture is progressing rapidly in Qatar, many types of foodstuffs are imported. A small proportion, mainly fresh fruits and vegetables, comes by air from Lebanon, and in grocery stores, including two fairly good-sized supermarkets, there are broad lines of U.S. canned and packaged foods. More brands, especially well-known ones, are sought.

Well-known brands

Stores carry well-known brands in all classifications from British, Danish, Dutch, Japanese and U.S. sources. There is great interest in obtaining direct representation of U.S. suppliers. A recent regulation has made this mandatory as of last Jan. 1. New roads along the waterfront, television and automobiles are evident in Doha.

Over six airlines operate from a modern airfield. Communication with the outside world is good. One large construction company, responsible for many of the newest buildings in Doha, wants to represent several well-known U.S. manufacturers who now supply the area through agents from Beirut or Kuwait. This feeling of independence characterizes many firms in the city.

Qatar is definitely on the move, sparked by the vital oil industry, and represents a new market for many U.S. suppliers who will find alert prospects interested in direct representation in this market.

Petroleum provides the major source of income in Qatar. Related industries are fairly well established and appear to be staying in line with growth needs. There are opportunities, however, for establishment of other light industries, particularly those related to agricultural growth. For example, there is no fresh milk and the people of Qatar do not find powdered milk suitable to their taste. A dairy would be readily accepted with cattle feed available locally. This should also include some beef stock with a small slaughter house and cold storage facilities. A commercial poultry and egg farm is needed. In addition, if vegetable canning could be done at a low enough cost to compete with European goods, the entire Gulf area would be a latent market for Qatari produce. As the country continues to develop, possibilities for many more industries in the area will open.

Agricultural production in Qatar is growing rapidly with 360 farms established in the past 10 years. Qatar is now exporting over 300 tons of vegetables annually to Kuwait, Bahrein and Saudi Arabia. The Mission visited one farm at Rayan which harvests tomatoes six months of the year. Because of its mild winters, Qatar can produce vegetables which her more intemperate neighbors cannot grow. An agricultural training school has been established and the Government offers all farmers free seed, fertilizer, insecticides, pesticides and plowing.

According to the Director of Agriculture the north of Qatar is even more productive than the Rayan area. Farm to market roads have been built and there is no problem in transporting the harvested vegetables to the local market at Doha. Kuwait is Qatar's best export customer with about 36 hours between harvesting and delivery. A market is opening in Qatar for small tractors as well as processing machinery.

It is apparent that considerable planning has gone into Doha's development. The new buildings are attractive, main streets are paved and sufficiently wide to accommodate traffic. Construction underway is of good quality. It is not believed that commercial activity is of sufficient volume to support an engineering firm, but the Government has allotted about $20 million this year for development projects.

Some items include a deep water port facility; a cement plant; a commercial fishing operation; an addition to one of its three water desaltation plants; and added road construction. It is understood that tenders have already been asked for design and construction of the port.

On the lookout

Negotiations reportedly have been completed for the fishing operation. The design for road construction projects is provided by the Civil Engineering Department of the Government. Qatar appears to be progressive and consulting firms should be on the look-out for individual projects that will develop.

Contractors and all foreign business firms must by Law 12 (effective Jan. 1, 1966) deal through Qatar business firms. Shipping to Qatar is slow and expensive. No U.S. merchant lines come here and ships usually go from the U.S. to Europe and then call on Mediterranean ports before getting to Qatar ports. Qatar shipping costs are approximately 25% higher than Bahrein's.

U.S. exporters should consider using a Qatari agent when doing business in this country.

Rapid economic, social transition underway in lower Gulf states

Traditional orientation shifting to interest in products of world's industrialized countries; Abu Dhabi ships oil

By THOMAS CAROLAN, JR.

Commercial Officer, U.S. Consulate General, Dhahran, Saudi Arabia

For the lower Persian Gulf, continuing development of the oil industry in recent years has brought far-reaching economic and social changes.

Beginning with Bahrein, an island center of East-West commerce for more than 5,000 years, and possessing a long tradition of trade and maritime contacts with Southern Asia and Africa, the Gulf states have gradually shifted their traditional eastern orientation in favor of increased preoccupation with products and ideas from the world's major industrialized countries.

Arid and sun-scorched lands, formerly isolated from and unknown in the West, have begun to take on the accoutrements of the twentieth century almost overnight under the impetus of this new and relatively unexpected source of wealth.

Shipped first oil in '62

An example of this transition is Abu Dhabi, the largest (25,000 square miles) of the seven Trucial States. Although the Mission did not visit Abu Dhabi, it was well aware that in future years this sparsely populated (about 20,000, largely nomadic) Shaykhdom will become increasingly important in an area rapidly advancing towards modernization, higher standards of living, and economic diversification.

Abu Dhabi's first oil exports began only in 1962, and this year, following a new profit-sharing agreement concluded in 1965 between the Ruler, H. E. Shaykh Shakhbut bin Sultan, and the two local oil companies, the Shaykhdom's revenues are expected to reach as high as $100 million, surpassing those of Bahrein and Qatar—both of which have been oil producers for some time.

Although extensive economic development has yet to begin, a new water pipeline from the interior was completed early in 1965 and an electric power station has been built. Further construction in the form of roads, an airport, and new buildings is expected in the near future as Abu Dhabi's inevitable development gathers momentum, spurred by further exploitation of its very large oil reserves—especially its new offshore discoveries.

Not all the states of the lower Gulf are oil-rich, however. Dubai and the other five Trucial States have yet to discover the black gold, although the search continues, both on and off-shore. Despite what the future may bring, the impact of new-found wealth and a growing awareness of their importance in the eyes of the world are enabling the Gulf States to toss off the effects of centuries of slumber and emerge as active participants in the profound awakening that grips the Arabian Peninsula today.

Dubai's market can accomodate more U.S. trade

Interest shown in getting American food, piece goods

Dubai, located strategically on the crossroads of the Middle East, reships the bulk of its imports to nearby countries.

The area actively seeks oil, but no strikes have been made to date. While the U.S. Trade Mission was in Dubai, some experienced American drillers brought in a new marine drilling rig for another attempt at finding this elusive source of wealth, which characterizes some of the nearby states.

Not a free port

Despite the lack of oil, this small principality has a fair income from a 4.6% import tax levied on all goods. It is not a free port. Roads, schools and public libraries are given all financial help possible by the Government. Major roads are illuminated with the latest arc lights. New apartment and office buildings are being built. Bookstores do a good business in

Market profile—Bahrein, Qatar, Dubai

Government: All independent States having special treaty relationships with United Kingdom in which the United Kingdom conducts their foreign relations. Autocratic local shaikhs govern domestic affairs.

Area (figures are approximate, as some boundaries are undefined and disputed): Bahrein Archipelago, 250 square miles. Qatar Peninsula, 5,000 square miles. Dubai, 1,800 square miles.

Climate: Hot, 100°-120°F., and humid in summer; warm, 45°-75°F., and dry in winter.

Population (estimates): Bahrein, 155,000; Qatar, 55,000; Dubai, 50,000.

Exchange rates: Bahrein, 1 Bahrein dinar = $2.10; Qatar and Dubai, 1 gulf rupee = $0.21.

Financial situation: Except for Dubai where oil exploration is in progress, all are petroleum producers and exporters. All are in process of development and modernization.

Imports (1964): Bahrein, $78 million; U.S. share, 14%. Dubai, $41.7 million; U.S. share, 7%.

foreign newspapers and magazines from the United Kingdom, India and the U.S. Retail stores have many well-known brands of U.S. packaged foods and drugs. Popular American soft drinks are widely sold. Interest in additional brands is active. The bottling plants are newly built and European, American and Far Eastern foods are in competition throughout the area. British brands seem to be more in evidence, but greater quantities of U.S. foods can be sold. There was considerable interest in new sources of rice and barley, and also U.S. piece goods.

Volume of imports

The largest volume of imports for the last three months of 1965 came from Switzerland with Japan in second place followed by the United Kingdom, India, Pakistan, U.S., Netherlands, Hong Kong, Mainland China, and Germany. The U.S. could compete more actively for a greater share of this small, but interesting market.

Drilling offshore

The sale of construction equipment is now limited due to low Government income. This could change if oil is discovered, and, at present, Dubai Petroleum Co. is drilling off shore, having already drilled several dry holes in the area. Plans are being made for a deep-water harbor, increased port facilities, an enlarged airport, and additional apartment and hotel facilities. Three first-class hotels already exists. The port facility will provide U.S. contractors specializing in dredging, pile driving and over-water construction of docks and warehouses an opportunity to bid.

Some U.S. equipment firms are represented and in the event oil is discovered, there is bound to be more construction activity which in time will increase the demand for equipment.

With a total population of only about 50,000 and with its city in a developed state, Dubai has no great need for consultants. An English engineering firm has a branch office in Dubai with 12 European employees and appears to have sufficient capacity to service Dubai and the neighboring Gulf States.

Dubai is a sovereign, independent state with a system of distribution. U.S. manufacturers given the opportunity to sell their products in Dubai, a free enterprise community, should realize that their goods will be re-exported, often obviating the need to appoint agents and distributors in neighboring areas.

The local market itself is of relatively small importance, but the contacts maintained on both sides of the Gulf by the Dubai merchants are worthwhile.

On-scene reports reflect members' specializations

The Trade Mission members, who wrote most of the articles in this special section, are specialists in various aspects of industrial and commercial activity. They bring a wealth of knowledge and experience to their task of appraising—for the U.S. businessman—the markets they visited.

Robert Wilbourn, Director, is Deputy Director of the Trade Missions Division of the Department of Commerce. With the U.S. Government for 19 years, he has been in the Department four years and is a veteran of three Trade Missions. His previous business experience includes a three-year period as superintendent of an oil production operation and market survey work in West Africa for a U.S. manufacturer. Wilbourn was educated at the University of Virginia and George Washington U.

John W. Baccarini is manager of the International Department and Export Sales, United Steel Fabricators, Orville, Ohio, manufacturer of steel buildings, agricultural machinery, highway and bridge products, steel doors and frames and automotive products. A native of Oklahoma, Baccarini began his career in radio advertising. He was a delegate to the first United Nations Food and Agriculture Organization's World Food Congress in 1963.

William S. Honneus is assistant managing director, Time-Life International, New York. Honneus joined the staff in 1935 and for the past 30 years has been engaged in development of advertising programs. Before coming to Time, he worked with N.W. Ayer & Son Advertising Agency. In 1964, Honneus joined the Chamber of Commerce of the United States as a delegate to the Third U.S. Japan Businessmen's Conference in Tokyo.

Clarence R. Jones is president and chairman of the board in the firm of Jones and Fellers, architects and engineers, with offices in Georgia and South Carolina. He has taught engineering at Clemson University and for the last 13 years has been a practicing engineer in the Southeast. Jones has a Bachelor of Science and a Masters in Engineering from Clemson.

William L. Quinlen is president and general manager, Choctaw, Inc., Memphis, manufacturer and distributor of machinery, parts, and contractor supplies. Before joining Choctaw, he was district sales manager in Dallas for General Motors Corp. A graduate of the Georgia Institute of Technology, Quinlen is a director and vice president, Tennessee Manufacturers Association, and a director, National Association of Manufacturers.

Andre J. Williams, manager of international operations, Carter's Ink Co., Cambridge, Mass.; formerly was with a combination export management firm dealing with electronic components and served as export manager for L.G. Balfour Co., Attleboro, Mass. He also worked with Carson Pirie Scott in Chicago. At present, he is a lecturer on management of international operations at Boston University. Educated in France and at Columbia and Harvard Universities, Williams is fluent in French and Spanish.

Richard L. Bronwell has been Chief of the International Trade Division of the Commerce Department's Chicago Field Office for more than three years. For 20 years, he had his own export firm. As president of Bronwell International Co., he sold industrial products of U.S. manufacture throughout the world. Bronwell is a graduate of the University of Chicago.

Thomas J. Carolan, Jr. served as public affairs officer and attache in Oslo before going to his present post in 1963. Carolan attended Georgetown University, Washington, D.C., and the School of Advanced International Studies in Bologna, and has taken Arab language training at the Foreign Service Institute's Field School in Beirut.

Don't miss them

Specific trade and investment opportunities brought back by the Mission are presented on pages 45-56 and 40-43.

EXHIBITION REGISTRATION AUTOMATED

Buyers are pinpointed

System using key punch/printer gives quick identification of U.S. show visitors

By DEAN SMITH
Director,
Office of Publications and Information, DIB

An automated customer identification service at U.S. commercial exhibitions overseas has proved itself beyond all expectations, to become standard at Bureau of International Commerce demonstrations of U.S. goods.

The BIC system of locating buyers and pinpointing their interests could well be the envy of exhibition managers anywhere.

It worked like this, for example, at the recent refrigeration and air-conditioning exhibition in Madrid that brought an estimated $16,750,000 in immediate and projected sales.

Each had list

On opening day each of the 48 exhibitors received a pre-exhibition registration listing of 8,000 categories of interest expressed by 1,400 potential buyers. The IBM list, on print-out sheets, identified the product category (keyed to the show catalog), company, address, categories of principal interests, name and title of the prospective customer.

The pre-exhibition registrations resulted from selected invitations to the trade, mailed well in advance of the show, and refined daily. The invitation also was an admission ticket and was joined, perforated, to the registration form to be returned to the exhibition in advance of opening, or presented at the gate on opening day.

The registration was accomplished easily and quickly on the spot, with the help of exhibition staff familiar with the product categories and local business custom.

Daily registrations flowed, as quickly as they were made, to an IBM 6400 series key punch-printer which tabulated them on one master print-out form, one line to each category of interest. This form was duplicated, at the close of business daily, for each exhibitor throughout the 11 days of the show.

Final list prepared

On the day after closing an alphabetical consolidation of all the daily attendance lists was printed and given to each exhibitor.

In Madrid, this amounted to more than 8,000 categories of interest in the final consolidation of the daily lists.

Exhibitors in Madrid, and other BIC shows abroad, have credited the customer identification lists with much of their follow-up successes during, and for months after, the Commerce exhibitions.

Similar machines adaptable to the BIC customer identification service, and used at the overseas exhibitions, are manufactured by Sperry Rand, Minnesota Mining and Manufacturing Co. and General Electric.

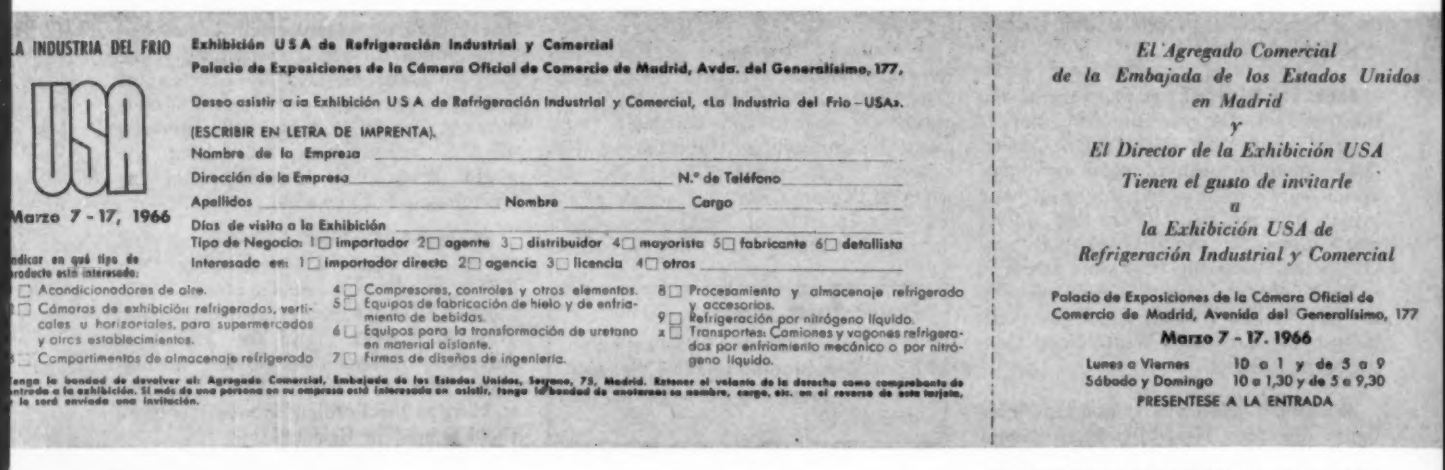
Eximbank service

Another service which is expected to assist U.S. exporters to Spain is the credit lines extended three banks in Madrid by the Export-Import Bank. The three banks are Banco Industrial de Bilbao, Banco Urquijo, and Banco de Financiacion Industrial.

Colin H. Weir, Eximbank loan officer, was in Madrid for the fair and conferred with many of the exporters and their customers, assisting them in their negotiations of terms and financing.

The presence of Weir enabled the American exporters to provide immediate and accurate answers to such questions as, "What types of Eximbank financing assistance are available for a specific proposed transaction?" and "What are the terms and conditions applicable to each particular type of available assistance?"

KEY ELEMENTS IN THE CUSTOMER IDENTIFICATION SERVICE are the show invitations, mailed early, asking pivotal questions, with admission ticket attached.



LA INDUSTRIA DEL FRIO

USA

Marzo 7 - 17, 1966

Exhibición U S A de Refrigeración Industrial y Comercial
Palacio de Exposiciones de la Cámara Oficial de Comercio de Madrid, Avda. del Generalísimo, 177.

Deseo asistir a la Exhibición U S A de Refrigeración Industrial y Comercial, «La Industria del Frío - USA».

(ESCRIBIR EN LETRA DE IMPRENTA).
Nombre de la Empresa
Dirección de la Empresa N.º de Teléfono
Apellidos Nombre Cargo
Días de visita a la Exhibición
Tipo de Negocio: 1☐ importador 2☐ agente 3☐ distribuidor 4☐ mayorista 5☐ fabricante 6☐ detallista
Interesado en: 1☐ importador directo 2☐ agencia 3☐ licencia 4☐ otros

Indicar en qué tipo de producto está interesado:
☐ Acondicionadores de aire.
☐ Cámaras de exhibición refrigeradas, verticales u horizontales, para supermercados y otros establecimientos.
☐ Compartimentos de almacenaje refrigerado
4☐ Compresores, controles y otros elementos.
5☐ Equipos de fabricación de hielo y de enfriamiento de bebidas.
6☐ Equipos para la transformación de uretano en material aislante.
7☐ Firmas de diseños de ingeniería.
8☐ Procesamiento y almacenaje refrigerado y accesorios.
9☐ Refrigeración por nitrógeno líquido.
x☐ Transportes: Camiones y vagones refrigerados por enfriamiento mecánico o por nitrógeno líquido.

Tenga la bondad de devolver al: Agregado Comercial, Embajada de los Estados Unidos, Serrano, 75, Madrid. Retener el volante de la derecha como comprobante de entrada a la exhibición. Si más de una persona en su empresa está interesada en asistir, tenga la bondad de anotarnos su nombre, cargo, etc. en el reverso de este boletín, y le será enviada una invitación.

El Agregado Comercial
de la Embajada de los Estados Unidos
en Madrid
y
El Director de la Exhibición USA
Tienen el gusto de invitarle
a
la Exhibición USA de
Refrigeración Industrial y Comercial

Palacio de Exposiciones de la Cámara Oficial de Comercio de Madrid, Avenida del Generalísimo, 177
Marzo 7 - 17. 1966
Lunes a Viernes 10 a 1 y de 5 a 9
Sábado y Domingo 10 a 1,30 y de 5 a 9,30
PRESENTESE A LA ENTRADA

'Why knock yourself out for me?' he asks

"Why knock yourself out for me?" a manufacturer recently demanded of a Department of Commerce market development officer, overseas.

"It's a job," replied the MDO smiling inwardly and out. He'd heard the question, from others, before.

It was long past time for the lunch the two men had planned, and the manufacturer had been waiting, in the exhibition office, for the MDO's return.

Over coffee and a sandwich the market development officer described the appointment that had made him late.

That morning, two days before the exhibition opening, he had finally confirmed an appointment with the foreign government Minister responsible for his country's industrial development in the area highlighted by the U.S. exhibition.

The Minister was a tough customer.

"You Americans are persistent," he said bruskly. "You are sympathetic for that. But I cannot commit my department to further interest, now." He continued, glancing at the approaching noon hour, "If you will excuse me, . . ."

The MDO rose, too, but only to gently place a four inch thick catalog binder in front of the Minister, its pages turned to the most interesting item in the show.

"This equipment will double your industrial capacity in this line and permit its transportation in half the time. Obsolete substitutes cost your country millions of dollars in waste and higher prices annually. Take a look at these figures for the last ten years. Do you have this information?"

The Minister looked. He sat down. In moments he phoned four department heads to join him in a page by page examination of the U.S. exhibition catalog.

"But you are prepared to sell," he exclaimed more than once. "This is a magnificent presentation."

After an hour of further discussion on specific applications of equipment the market development officer left with instructions to make individual appointments with several exhibitors.

"In the past few weeks we've made more than 160 personal sales calls on the very top buyers or distributors, for all the exhibitors," the market development officer remarked to the manufacturer.

"Those 160 personal calls weren't haphazard either. They were refined from about 2,000 buyers and potential agents who had indicated extreme interest after receiving a personal letter, and invitation to attend the exhibition from our American Embassy. They, too were carefully selected from an initial direct mailing to 21,000 buyers of equipment related to that in the exhibition.

"All U.S. commercial exhibitions locate buyers and agents this same way,, working hand in hand with the American Embassy or Consulate.

"So, you see, when I said, 'It's a job,' I meant to emphasize, 'It's a JOB,' thrilling and rewarding for market development officers, and the exhibition managers, too. All of us have revisited countries of previous exhibitions and have seen strong presentations of U.S. goods that we helped establish.

"It's quite an experience."

CUSTOMER IDENTIFICATION SERVICE AT U.S. EXHIBITIONS gets an important boost from this IBM 6400 programmed key punch/printer, set up at the main entrance of the recent U.S. Refrigeration Show in Madrid. Market development specialists James Willcox (left) and George Borrowman, are explaining it to U.S. Ambassador to Spain Angier B. Duke (right) and Assistant Secretary of Commerce Trowbridge.

INFORMATION FROM REGISTRATION FORMS is brought together here on the IBM printout. Copies are quickly distributed to each exhibitor for follow-up use.

IBM ESPAÑA ACONDICIONADORES DE AIRE

Product Category	Name of Company	Address	Categories of Interest	Name & Title of Prospective Customer	
1		PLAZA GABRIEL LODARES 4	0003041	BURGAZ FERNANDEZ	FINGEN
401	ALCAZAR AVES HUEVOS	SANTA CATALINA 7	0221499	ALCAZAR BEGINES J	PROPI
221	ATLANTA INGENIERIA	PO DELICIAS 87	2285803	BARO PLANCHON A	INGEN
131	AYACSA	TUSET 10	2279210	ALBISU ROCA J	DIREC
531	AYACSA	TUSET 10	2279210	ALBISU ROCA J	DIREC
131	AYACSA	TUSET 10	2279210	FOSSAS PUIG J	DIREC
531	AYACSA	TUSET 10	2279210	FOSSAS PUIG J	DIREC
1	AGROMAN E CONSTR S	APLZA TIRSO DE MOLINA 5	2271542	ALONSO GARCIA F	INGEN
111	ASTILLEROS CADIZ S	APUNTA DEL VERDE SEVILLA	0274800	FERNANDEZ BECERRA	JEFE
511	ASTILLEROS CADIZ S	APUNTA DEL VERDE SEVILLA	0274800	FERNANDEZ BECERRA	JEFE
131	ASTILLEROS CADIZ S	APUNTA DEL VERDE SEVILLA	0274800	FERNANDEZ BECERRA	JEFE
531	ASTILLEROS CADIZ S	APUNTA DEL VERDE SEVILLA	0274800	FERNANDEZ BECERRA	JEFE
501	A SANCHA LA ESPAÑOLA	VILLAFRIA DE BURGOS	0000003	SANCHA MARTINEZ A	DIREC
1	AYASA J SOLERA Y CIA	TUCUMAN 4 ALICANTE		SOLERA SANTERO J	CONSE

A MANUFACTURER'S VIEW

Overseas links weighed

Motorola executive looks at licensing vs. joint ventures vs. owned plants

By CHARLES P. BASWELL
President, Motorola Overseas Corp.

Every aggressive firm that is today attempting to meet the challenges of world-wide sales and profits must among other things consider overseas manufacturing, licensing and the possibility of joint-venture activities. Those organizations that fail to do so will probably find themselves behind their competitors in a few years.

In fact, too few U.S. companies have taken advantage of the many opportunities available to them. To succeed in international activities we must utilize every method of market penetration that is known to us. We must be flexible in our thinking and plan our policies to reflect the facts of today and the apparent realities of tomorrow.

Kinds of agreements

First, the question of licensing. In many respects licensing is a tool of limited utility, yet it can be a valuable one in advancing a firm's position in foreign markets. Licensing does involve more risk and greater commitments than exporting and at the same time less than in a direct investment. Of course, we must remember that the return is lower as well.

A licensing agreement may follow several routes. It may cover the use of patents only. It may provide as well for technical aid or "know-how." Additionally, it may also permit the licensee to use the licensor's trademark.

The decision to enter into a licensing agreement with an overseas manufacturer, with or without equity participation, will pose different questions to different companies. Consideration should always be given to the following four general groups of questions and decisions reached with respect to each:

► What is the long-range objective for the market? Is the licensing arrangement the ultimate goal? It may be that it is being utilized to overcome temporary situations such as trade restrictions and to maintain good will or it can be used to pave the way for future investments.

► What is the present position of the market? What is its anticipated growth? What are the import and other government regulations? Do special circumstances exist restricting imports and investments? If so, licensing may be the only way to obtain a satisfactory return from the market.

► What are the licensor's licensing assets? In other words, each company must determine the value of its patents, technical aid and trademark (if the latter is involved), keeping in mind their costs for developing and providing each, together with its value to the potential licensee. What is the practice followed by competitors? In any event, it must be profitable to the licensor.

► Is the potential licensee completely reliable and suitable in every respect?

All licensing agreements should include a number of definitions; each is important. For example: the territory in which the licensee can do direct business; export rights; fees and down-payments; the percentage of royalty; guaranteed yearly minimum payment; convertibility guarantee; who pays foreign taxes; term of the agreement; possible provision for renewal; options to buy; schedule of payments and the penalty clause for late payments; place of jurisdiction, and right of termination.

Patent, trademark control

The license agreement will also reflect the validity and ownership of the patents and the ownership of the trademarks. It must define whether the agreement is exclusive or non-exclusive, whether it provides for cross-licensing. It should spell out how quality control will be insured and make provision for protection against infringement.

If technical aid is included, it should also provide a description of the services to be made available. (This has to do with training; plant access; exchange of commercial as well as technical information; start-up supervision, etc.)

When the two parties have reached all of their decisions and agreements, it is then normally necessary for government approvals to be obtained. These host government approvals may be lengthy depending on the laws and the attitudes of the country involved.

Let me spell out some of the possible advantages and disadvantages of licensing. With respect to the former, it may be the fastest way to get into the market or enter a market the company feels is too small to justify an investment. There are no staffing problems; it takes advantage of the licensee's sales capabilities, relations with local governments and may be useful in reaching those industries that are government controlled.

Loss of flexibility

Some of the disadvantages are that it may create or further entrench a potential competitor; and renewals may be difficult. For a number of reasons it may be impossible to import U.S. components that the licensor feels are critical in order to maintain product quality. Often the licensee later seeks third-country concessions. More importantly, you lose a degree of flexibility, for at times the licensee cannot later be coordinated into a U.S. company's world-wide plan.

There are means of sometimes making license agreements more palatable. The agreements may include options to buy part of the licensee's company. This may be for cash or there may be opportunities to swap technical aid and trademark and patent royalties for holdings in the licensee's operation. It is my own personal experience that while swaps may be utilized, it is always advisable for the licensor to invest some capital in the licensee's operation if equity participation is desired.

The decision to manufacture abroad will be a valuable one on the part of the U.S. company seeking to expand its sales and profits by moving more aggressively into an overseas market than is possible by licensing alone.

It has not been uncommon, however,

Mr. Baswell, who directs Motorola Overseas world-wide operations from Franklin Park, Ill., has led industry discussions on this subject, such as those at the recent Chicago World Trade Conference.

for the decision to manufacture abroad to have been forced upon us. Many companies have, through a good export program, developed a substantial market for their product and firmly established their trademark in a given country only to be confronted with a "lose-the-market-or-manufacture-locally" decision.

These things are sometimes brought about for no more reason than the foreign government's desire to increase industrial activity. There may be a shortage of foreign exchange which, in turn, curtails imports, or perhaps a competitor decides to manufacture in the country or market area and obtains various protective devices from the country concerned. In such cases the U.S. company is faced with a "fait accompli."

A growing number of companies have used contract manufacturing in the implementation of their international production program. This is really a hybrid of licensing and direct investment. While there are some disadvantages to this approach, such as the loss of manufacturing profit and the possibility of improving the manufacturing capabilities of a competitor as well as possible problems of quality control, the advantages far outweigh these.

Rapid entree

Such an approach to overseas manufacturing can permit a rapid entree into a new market (providing you can find a satisfactory manufacturer). It gives the company control over marketing, protects the trademark and image through after-sales service. Few labor problems are involved. It soothes nationalistic feelings that are all too often with us. It also is particularly advantageous where the governments require local manufacture and yet the market really isn't large enough to warrant a substantial investment, or where the future may be unclear.

In any event such an arrangement could provide royalty income. If the arrangement is successful it is then possible to elect to continue the program, or, if timely, establish a manufacturing operation with greater assurance of success.

There is no question in my mind that far more advantages can result from the establishment of your own manufacturing operations in a foreign market. It is, of course, recognized that investing takes more capital, involves all of the risks and creates personnel and other problems, yet these are negligible when compared to the overwhelming number of advantages that can result from establishing your own manufacturing operations abroad.

THE AUTHOR OF THIS ARTICLE, at left, presents a company award to Levy Katzir of Motorola's Israeli affiliate. Looking on at right is William Brickley, Motorola Overseas' Middle East and Africa director.

The advantages are so numerous that we cannot cover all of them, but a few important ones are: it offers control of sales policy and a flexibility never possible with a licensee; it provides product control of the market, including third countries; it seizes advantages offered by foreign governments as investment incentives and all of the things related thereto; it makes the protection of trademarks easier and creates a better image in the host country and creates a permanent interest in foreign markets; it is much easier to use manufactured components in a world-wide integrated production program; it gives control of dividend and financing policies, cost cutting, expansion programs, production policies and quality control, and it makes local financing easier and provides flexibility in currency agreements, etc.

Foreign investment

Foreign investment in manufacturing, if properly managed, is the most profitable means of entering an overseas market.

Many companies that started their international activities by licensing only have found it to their advantage to acquire their licensees in order to control their own growing international marketing and manufacturing program. This has all too often proven to be very costly for the companies concerned.

When the U.S. firm has decided to manufacture abroad it is confronted with two major questions.

The first is the degree of ownership desired. With respect to this, will it be wholly owned or only partially and, if so, to what degree? If only partially owned, will it be a joint venture (about which I will speak later) through a partnership arrangement, or will shares be made available to the nationals of the country in which the operation will be located?

The second question is the route the company can best utilize to implement its decision. Will it start from "scratch," so to speak, which, of course, is at best time-consuming from the point of entering the market. Involved is the establishment of manufacturing facilities; recruitment and training of labor; the organization of a management team; sales and service capabilities, etc.

Acquisition route

More and more firms today are turning to the acquisition route as the fastest, surest and most economical route to enter an overseas market. The acquisition, in part or in whole, of an existing established foreign firm has perhaps greater advantages than starting from scratch. While purchases previously made by both U.S. and foreign-based internationally oriented companies have caused some of the better acquisition opportunities to disappear, there are still good prospects available.

The rapid growth of the markets, particularly in the developed countries, has caused both large and small overseas companies to realize that they need, and often direly, a world-wide sales network in addition to production and product know-how that they cannot afford to

develop themselves. This is particularly true with the more aggressive family or closely-held companies engaged in activities where the technology is changing rapidly.

We know that the research and development expenditures by individual companies in the U.S. often exceed the total spent for this purpose in many countries overseas. Too, many such companies need additional capital.

It is obvious, of course, that there will be situations where prospects for acquisitions just do not exist, or there may be government restrictions that make acquisition difficult if not impossible.

In the long run, acquisition may mean a lower cost in spite of the fact that it may need an initial greater cash outlay than a new operation, yet you are obtaining much more than plant and production facilities only. This would be particularly true if there were no investment incentives available.

On the other hand, many acquisitions take little in the way of cash, while others may take none as in the case of a stock swap. Actually, the swap of U.S. parent company stock has been used for acquisitions more and more in the past few years.

Many companies, wisely or unwisely, insist on 100% stock ownership and there are advantages to this pattern, but this frequently is impossible through the acquisition route. In such cases starting from scratch is the only answer.

To most companies, acquisition has been greatly favored as a better means of obtaining a fair share of the market due to the competitive situation where it might be impossible starting from scratch. The acquired company probably has a distribution network in the country and may have some excellent export activities as well.

Every company must be careful to insure that no conflict within the U.S. company's international network is brought about through the acquisition, for there are many countries where it is difficult to terminate an existing distributor agreement.

Of course, starting from scratch avoids two problems of acquisition. One, an often difficult problem of integrating practices and operating techniques of the acquired company into the overall corporate thinking and, two, how to gracefully and diplomatically remove former owners who are impeding the development of the new company and who may hold important blocks of stock or have contractual agreements with the acquired company.

Irrespective of the route chosen it is vitally important that the attitude of management be that of flexibility, for the important goal is both short-term and long-term sales and profits.

While those companies that follow a 100% policy seldom diverge from this, it is sometimes a necessity. On the other hand, many companies take a joint-venture approach to the development of their overseas manufacturing operations.

A joint-venture approach is sometimes the only means of penetrating foreign markets. This is the case in those countries that cannot be entered any other way either for lack of personnel or capital. Too, we often encounter legal restrictions in countries such as India and Japan, where certain portions of the economy are closed to wholly or majority-owned foreign interests.

There are certain advantages to the development of joint-ventures. For example, this does permit a firm with limited capital and manpower resources to enter more foreign markets than would ever be possible adhering to a policy of wholly-owned overseas subsidiaries.

There are often cited psychological advantages of joint ventures and often these are tied to political benefits. Yet I feel these are perhaps overrated.

A joint-venture form of an overseas operation can have serious complications for the firm's long-range international manufacturing and marketing policies. This is particularly true where control is in the hands of the local partners.

Ways of control

There are ways of controlling joint ventures, either in the beginning of the association or included as a part of the long-term partnership undertaking. This is indeed a wise course to follow and should be covered in the beginning, not after the fact.

Many of the conflicts with local partners are avoided when a substantial part of the shares are spread through the public. Control, even in the case of minority holdings, can be obtained through management contracts; the issuance of voting and non-voting stock that provides for the proportionate division of profits, yet which would still give voting control to the U.S. partner and still another, can be an arrangement whereby both the principal partners would have minority interests and the balance of the shares would be held by a party friendly to the U.S. owners.

In summary, there are really only three instances where joint ventures would seem appropriate:

- When the company lacks capital or personnel capabilities to expand its international activities otherwise,
- When the company seeks to enter a market where wholly-owned activities are prohibited, and
- Where it may enable the company to utilize the market position or management skills of a local partner.

Irrespective of all of the controls, agreements, understandings, etc., the real success of every joint venture is wholly dependent on the cooperation between the partners. This is why it is so vitally important to choose them with the utmost care.

ISRAELI WORKERS ASSEMBLE TWO-WAY RADIOS at the modern factory of Motorola Israel Limited.

QUARTET OF EXPORT PROMOTERS gathers in Secretary of Commerce John T. Connor's Office for "E" award presentation to Dow Chemical Co. Flanking two company officials are (l.) Secretary Connor and (r.) Alexander B. Trowbridge, Assistant Secretary for Domestic and International Business. In center are Zoltan Merszei (l.), Dow Chemical Europe president, and Carl Gerstacker (r.), Dow's chairman of the board and National Export Expansion Council chairman. Dow sells 400 products worldwide.

Dow Chemical's Merszei receives 'E' award for firm he typifies in flexible global operations

Europe/Africa head takes pride in Dow's leadership position, says it is based on technical innovation, quality, service

This is Zoltan Merszei of Dow Chemical talking about the export activities that won his company an "E" award recently:

"In the chemical business we have to produce large quantities in order to live. After World War II and Korea we worked hard to distribute our surpluses abroad in a way that would create lasting markets.

"We're very proud of our special position in the chemical industry as an international supplier of products and know-how with a reputation for quality and reliability. Styrene-butadiene latexes —one of many examples of Dow-created and developed products—are typically versatile, with uses ranging from paints, paper and carpets to mortars, stuccos and concrete. Polystyrene, based on a European discovery, illustrates a different kind of accomplishment, for Dow developed it into a low-cost commercial product and carried it back to Europe in the improved form that was needed.

"In some market areas we have had to go into local production of certain products, but every time we have built a European plant, Dow exports from the United States have at least doubled to that country.

"Contributing to our well-established European position is the fact that we have made provision for extending normal trading credits—not as much, to be sure, as some government-assisted European competitors, but enough to hold the market for our high-quality products."

With regard to semi-finished consumer products—as distinguished from industrial items which do not lend themselves to promotion at trade fairs and shows—Merszei remarked:

"Each time the Commerce Department has an exhibit, in some form we participate."

Asked to comment on Dow's potential for serving other American firms in "piggyback" operations, Merszei replied:

"As a leading producer with a worldwide sales organization for chemicals, plastics, textile fibers, metals, packaging and consumer goods, we very definitely would be interested in working with less experienced smaller companies to market a complementary line of products."

This volatile Hungarian-born Canadian, who flew to Washington in a company plane to accept the award, in many ways typifies the firm he represented at the ceremony in Secretary of Commerce John T. Connor's office.

Merszei, 43 and president-general manager of the newly formed Dow Chemical Europe S.A., was a graduate architect before Dow, in 1949, began converting him into the global super-salesman he is today. The flexibility which enabled him to plunge into a new field is precisely the quality Dow seeks in choosing and training its executives for posts around the world.

Strong points

The "E" citation presented to Merszei by Secretary Connor particularly called attention to Dow's success in introducing numerous revolutionary products to foreign markets, with the path to those markets smoothed by the firm's technical guidance work utilizing product literature, publicity and advertising in 14 languages. Throughout his career at Dow, Merszei has been up front in the company's international trading activities.

He initiated the first active overseas effort as manager of Dow Canada's export department. When the Dow International group was set up at Midland, Mich., headquarters, Merszei joined the group and subsequently started Dow's operations in The Netherlands. Dutch production facilities are today the company's largest overseas and are undergoing a major expansion.

More than 10 years ago, Dow sent Merszei to Zurich. Still based in Switzerland's largest city, he heads the Europe/Africa division with management direction of all Dow regional companies operating on the two continents, reporting to Midland, Mich., headquarters rather than through an international division as before. The purpose of the reorganization is to tie overseas area administration directly to Dow corporate management for worldwide planning coordination and for research and technical support—at the same time avoiding "firm lines of responsibility . . . so as not to restrain creative individuals."

GE'S STORY STIRS SYMPOSIUM

Competition hones rivals

U.S. Chamber of Commerce global marketing sessions bring out opportunities

A shirt-pocket transistor radio, entered in low-priced international competition, furnished lively case-history material at a recent U.S. Chamber of Commerce symposium on global marketing.

Virgil Day, General Electric vice president, told the Washington audience how his company in 1960 decided to plunge into the race for world cost leadership against Japanese six-transistor models selling for $19 and going down towards $12.

Net result of the effort, involving redesigning of the GE model to cut the price by two-thirds, "has literally meant the survival of U.S. domestic manufacture of radios—and the jobs involved," Day said.

'One island behind'

With the price shaved to about $7 in 1965 GE again found itself "one island behind" the Japanese, who had cut corners and moved production to Hong Kong for a retail price of $4. But Day made it clear that his company is "still on their track" in an unfinished story of vigorous competition. Lessons drawn from the experience, according to Day, include:

► Identify the competition. "Today, in selecting a target, we try to build a model using the highest volume, lowest cost base, best methods and highest degree of vertical integration."

► Lead the target. "In the radio example we vastly underestimated the rate at which competition would reduce costs. With the advent of integrated circuits the next five years may well continue to show declining costs."

► Recalibrate standards frequently. "Events move so rapidly that a standard becomes obsolete the day it is established."

► Earn the support of employees. "In the final analysis, the difference . . . between our achieving world cost leadership or surrendering U.S. markets to the world lies in the way we manage our human resources."

On wage-rate differentials as a "distinct advantage that overseas producers enjoy," Day said that the electrical industry's $1.95 gap has remained almost the same for the past five years even though wages abroad are rising at a faster percentage rate.

Leo Cherne, president of the Research Institute of America, said his organization's recent survey of 1,000 business executives showed that medium and smaller firms account for a substantial part of the increase in U.S. business operations abroad, with companies operating in foreign markets also gaining a competitive edge at home.

Cherne's survey indicated general support of the Administration's voluntary restraints program. Better than two out of five believe the approach to the balance-of-payments problem "has been just about right," the rest "highly divided," Cherne reported.

He said, "U.S. businessmen active in international business tend to find much that is undesirable in the overseas markets for exports in the principal export markets of the world, but find little that is objectionable in the climate for investment.

"Ironically, the greatest obstacles are found in the treatment of U.S. exporters by the developed countries, and it is exports to these nations that the U.S. Government is trying most to expand in its campaign to close the balance-of-payments gap."

Talks to questioners

George Donat addressed the businessmen who begin discussions of foreign trade with the questions, "What's in it for me?" and "How do I get started?" The Parke Davis & Co. commercial development director and former administrator of the Commerce Department's Business and Defense Services Administration had some answers.

He pointed out that as a general rule companies with the highest return on investments, the highest wage and salary structures and the highest research, development and marketing expenditures are also companies "with the highest level of international involvement."

Among benefits of such involvement he cited: "a leveling of various economic cycles which occur in different places at different times; new ideas available to us in the United States; ability to experiment with new marketing techniques under controlled conditions, and the possibility of getting the last squeeze out of our technology by rationalizing the organization on an international basis."

Help on getting started in world trade, he said, can be obtained from the U.S. Department of Commerce in Washington and its Field Offices throughout the country, local chambers of commerce and the national Chamber, plus "your bank, your local university—not to speak of your own industrial colleagues—(who) can give you plenty of leads as to how to stimulate your first order and make sure you get a second one."

Improving the climate

Eugene M. Braderman related how an improved international climate for the conduct of trade is being sought by the United States through multilateral Kennedy Round negotiations in Geneva, concentrating on both tariff and non-tariff barriers. The Deputy Assistant Secretary of State for Commercial Affairs and Business Activities said that in this effort and in parallel negotiations to reduce barriers on a bilateral basis, the advice and counsel of the business community is badly needed.

"You are invited to present your trade and investment problems to us here at home or to our Foreign Service posts overseas," he said.

"Another way in which we work with business is in the development of our foreign economic policy. . . . By knowing your views and you ours, we feel we can better arrive at policies which will further our commercial interests. These views are important to us not only in our intra-governmental discussions, but also in our participation in the many international organizations which deal with matters affecting business."

Sen. Warren G. Magnuson of Washington, chairman of the Senate Commerce

Britain's export services listed

British Government support of British companies in their export activities was explained to the Chamber of Commerce symposium by Commercial Counsellor Philip Ridley of the British Embassy in Washington:

► Information: the Board of Trade (counterpart of U.S. Commerce Department) has offices in London and 10 other U.K. cities to give businessmen data on export market conditions. Commercial staffs at 200 British Embassies and Consulates assist with such information, and also give foreign firms advice about British sources of supply.

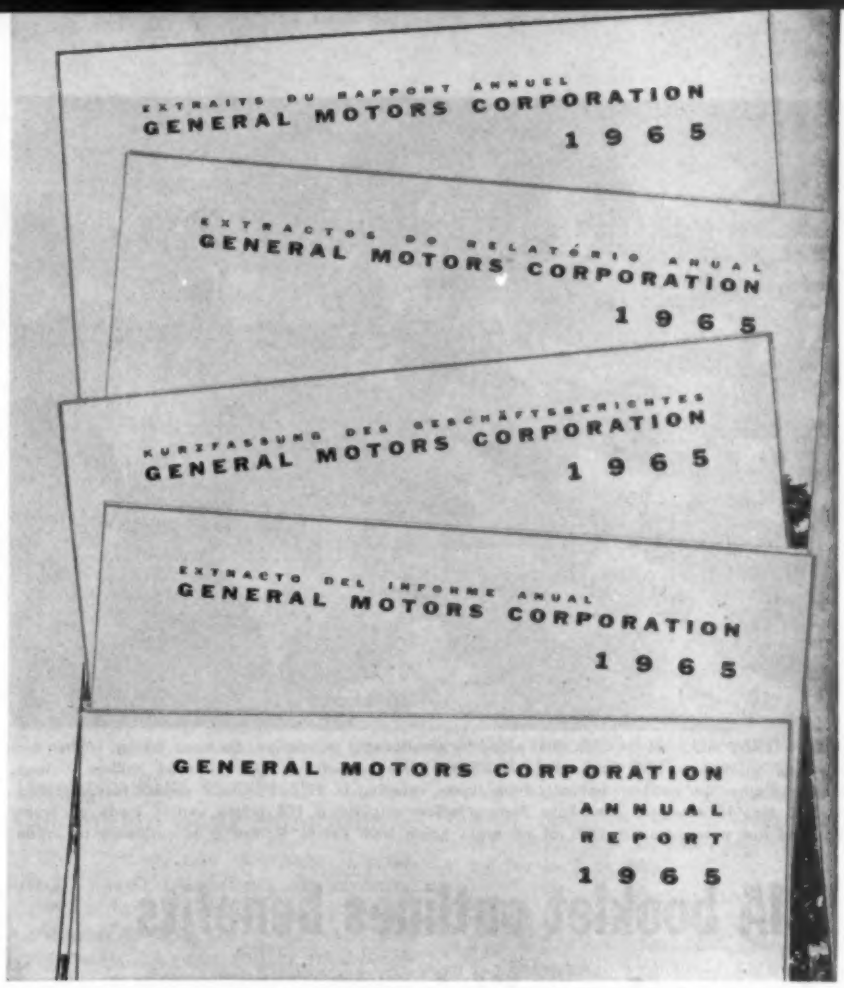
► Sales leads: the Board of Trade has a daily information service available to subscribers. From time to time, export prospects in particular markets become subjects of special reports.

► Insurance: an Export Credits Guarantee Department insures against risks not normally insurable commercially.

► Promotion: Britain sets up pavilions at general trade fairs and all-British fairs, and organizes British Weeks and department store displays of British goods.

► Market development: the British Government contributes to the cost of collective trade missions and collective market research projects.

► Business-Government cooperation: the British National Export Council keeps under review national export promotion activities, with both viewpoints represented.



GENERAL MOTORS' STORY IN FOUR LANGUAGES: Digests of the American motor manufacturer's annual report to shareholders are being distributed in French, German, Spanish and Portuguese, in addition to English. They inform foreign stockholders, future investors overseas and students of the corporation's world-wide business in their local language. Digests are distributed to the foreign press and are available at GM's foreign plants and distributors. Advertisements containing highlights of the annual report were carried recently in 30 leading European newspapers and other periodicals.

Committee, asked the businessmen to turn their export plans toward the developing nations, particularly those at "take off" stages.

"When we look at the markets of these developing countries," he said, "we see enormous future potential, but rarely the promise of immediate profit. Here purchasing power, the heart of the market, is still in the development stage. How can a U.S. exporter justify to its stockholders the allocation of substantial market development, time and capital in these areas where the promise of the immediate dividends is small and problematic?"

Then he continued, "But if we are ever to lay claim to the successful meeting of competition abroad, we cannot ignore these countries. Japan, Germany, the United Kingdom, France, Italy have not ignored them. They are today laying the seeds for what promises to be a rich, if late, harvest."

Senator Magnuson told the conference to expect Congressional action to support this effort. He mentioned possible legislation to set up trade development centers in the emerging nations, to train trade officials from these countries, to guarantee that AID funds are channeled into U.S. exports, and to offer tax incentives for exports. He also said it was time that his Senate Commerce Committee "took a cold, hard look at the adequacy of our commercial representation through our embassies abroad," especially to review the new Commerce-State Department programs to strengthen such representation.

LeRoy Collins, Under Secretary of Commerce, described the work of the Commerce Department in expanding U.S. exports, and then looked ahead by repeating an estimate from a U.S. corporation executive that the capital requirements in the next 10 years in the Altantic Community nations would amount to a trillion dollars.

"Whether or not this estimate is too high is not important to us," he commented. "The point is that even in these more developed areas, the United States, Canada, Western Europe—let alone the rest of the free world—the demands for new industries, new products, new services in the years ahead will require the best resources of private enterprise here and abroad."

Collins concluded: "As private businessmen you have become an element, a force in national policy, a vital factor in world understanding and peace."

JAPAN TRADE MISSION IN OREGON, aided by simultaneous translation, discussed fishing, lumber and licensing agreements with Portland businessmen. Prime subjects: Oregon buys $4 million in tuna, crab and other fish products annually from Japan, resulting in $2 million local payroll for processing, boxing, etc.; 15 Japanese firms have Portand offices originating 108 billion yen in trade per year; Portland last year exported 44% of all grain going from Pacific Northwest to customers in Japan.

FCIA booklet outlines benefits of export credit insurance

Report calls U.S. system as good as any in the world; describes each policy, claims procedures and premium payments

What happens when your export shipment comes to grief through buyer insolvency, insurrection or confiscation? A recently released Foreign Credit Insurance Association booklet tells you how to guard against such losses through FCIA's export credit insurance.

The "Guide to Export Credit Insurance for U.S. Businessmen" provides bankers, manufacturers, exporters and others in international trade with a broader understanding of export credit insurance, its basic principles and functions, how it aids in the development and growth of international sales, and how it enables commercial bankers to finance more export sales with greater security for themselves and their clients.

Though U.S. products have won universal acceptance, importers now tend to lean more and more to those suppliers who offer the most attractive payment terms. This is one of the reasons why the U.S. share of world trade has been declining in recent years.

Many foreign nations have provided government sponsored export credit insurance and financing institutions for many years, and this booklet is designed to show American traders that they now have an equally effective program tailored exactly to U.S. needs and designed to put them on a parity with foreign competition.

The Guide reviews the development of export credit insurance from its earliest beginnings in Europe. It shows how the increasing use of this modern management tool in other world areas sparked the establishment of the existing U.S. program, and outlines the basic underwriting principles and criteria applicable to this form of cover.

The booklet includes descriptions of each FCIA policy and of the nature and scope of its coverage—the related policy endorsements and their respective applications—how each policy is rated—premiums and how payable—risks not covered and why—agreements of the policyholder—assignability of policy proceeds as an air to financing—loss claim settlements and recoveries—general processing methods.

Succeeding chapters summarize the underwriting and rating principles and methods followed by FCIA and by credit insurers in other countries to keep their operations on a sound, self-sustaining basis.

Then, by way of background, there is a discussion of the prevailing world market conditions which accentuate the need for re-assessing and liberalizing foreign trade credit policies and practices.

The topics in this section include: how export credits are administered; the types of risk involved in granting payment terms to foreign buyers, and the bases for their evaluation.

The concluding chapters discuss: how export credit sales are financed; the outlook for U.S. export trade; the national export expansion drive; some "do's" and "don'ts" for exporters; the role of credit in international trade; and the "whys" of export credit insurance.

For single free copies, **write:** Foreign Credit Insurance Association, 250 Broadway, New York 17, N.Y. 10007.

It's world's week in New England

More than 800 businessmen, lawyers, educators and other interested persons will participate this week in International Week, a series of programs on the growth of New England's international activities.

Meetings sponsored by the Massachusetts Port Authority, Boston Bar Association, United Nations Association of Greater Boston and the International Trade Association of New England, Inc., will be conducted at the Sheraton Plaza Hotel and the Pier 4 Restaurant.

Porter McKeever, chief executive officer of the United Nations Association of the United States; Richard C. Fenton, president, Pfizer International, Inc.; and Elliott Haynes, executive vice-president, Business International, Inc., will be the principal speakers. A series of panels has been arranged for each organization's special day.

Florida's exporters converging on Fort Lauderdale for fifth annual world trade conference

Businessmen will study export techniques while students frolic; conference scheduled for April 14-15 at Port Everglades' Pier 66

The avalanche of college students is going to have some distinguished-looking company when it makes its annual Easter Week descent on Fort Lauderdale. The studious looking fellows amid the vacationing collegians will be Florida's foreign traders, assembling for their annual two-day seminar on methods of increasing overseas sales.

This annual event and the proposed Latin American cultural and educational center (Interama) in Miami are concrete reflections of Florida's increasingly outward look.

The trade meeting, which moves to a different city each year, will be held on Thursday and Friday, April 14-15.

Co-sponsored by the Florida State Chamber of Commerce and Florida Ports and Foreign Trade Council, in cooperation with twelve other agencies, the Conference will be held at Pier 66, diagonally across the Intracoastal Waterway from Port Everglades.

The Conference kicks-off on a cheery note, with a panel of Florida exporters describing their firms' triumphs in the overseas sales field. Then a talk on developing the foreign tourist market will precede a luncheon address by Florida Gov. Haydon Burns.

The afternoon session will be directed toward newcomers in the foreign trade field, and features a high-powered panel which will review the services made available to U.S. exporters by banks, combination export managers, the U.S. Dept. of Commerce, export credit insurance, freight forwarders and steamship lines.

Roadblocks reviewed

The banquet meeting on Thursday evening will hear Dr. Robert L. McNeill, Deputy Asst. Secretary of Commerce for Trade Policy, describe the major problems currently affecting the U.S. foreign trade picture.

Another top-flight panel is on tap for Friday morning, with discussions of "Decision making—where and how to sell; Planting the market seed abroad through market research; Flying the foreign market; and Aid through AID—opportunities for Florida exporters."

Before adjourning after Friday's luncheon session, conferees will hear a discussion of the role played by advertising, public relations and sales methods in exporting.

Georgia firm to assist Colombian bank operation

The Citizens and Southern International Corp. of Atlanta is investing $196,566 in a banking operation in Cali, Colombia, to help the Colombian bank broaden its activities and be in a better position to meet demands for development funds.

The Atlanta firm's investment has been insured by the Agency for International Development under the specific risk guaranty program. A guaranty of $393,132 has been issued against possible losses due to inability to convert local currency into dollars and another of the same amount protects against losses due to expropriation.

New York paper company invests in Ecuadorean firm

The St. Regis Paper Company of New York is investing $35,000 in the Manufacturas de Carton, S.A., an Ecuadorean corporation, to expand manufacture of corrugated boxes used for banana export.

The U.S. investment has received guaranty from the Agency for International Development, insuring the firm for $70,000 against losses due to inability to convert Ecuadorean currency into U.S. dollars; $70,000 against losses due to expropriation, and $31,000 against losses due to war, revolution or insurrection.

New Commerce unit to assist fairs in U.S.

Will aid exhibitions here on planning, U.S. participation

A U.S. Expositions Staff to plan and direct Government participation in international expositions in the United States has been formed in the Department of Commerce.

The staff also will assist the U.S. International Expositions Review Committee to review applications under the Trade Fair Act of 1959.

Secretary of Commerce John T. Connor said that creating a permanent organization to direct these activities would make for greater continuity and efficiency than the present arrangement, under which special machinery is provided for each project.

Activity growing

The U.S. Expositions Staff forms part of the Department's Office of Administration for Domestic and International Business, under Assistant Secretary Alexander B. Trowbridge. It was set up in anticipation of expanded departmental activity in the international exposition field.

Director of the new unit is John E. Orchard, formerly special assistant to the director of the Bureau of International Commerce and previously director of the Office of International Trade Fairs.

The Government already is planning for the World's Fair—Hemisfair— scheduled for San Antonio in 1968. In addition, legislation has been enacted for establishing a Pan American cultural and educational center—Interama—at Miami. Coordinating the exhibit aspects of Federal participation in the Alaskan Purchase Centennial Celebration will also be a responsibility of this new U.S. Expositions Staff.

SAN DIEGO-SEOUL LINK

San Diego's Unified Port District has appointed a representative in Seoul, Korea, to provide more direct service to overseas customers. Since 1950 the Port has had such a representative in Tokyo.

Tokyo Trade Center hosts 58 Iowans touring Far East

The Trade Center in Tokyo played host Feb. 28 to a 58-member group from Iowa in the Far East to study trade prospects.

The Iowans, led by Governor Harold E. Hughes, visited Tokyo and four other Far Eastern cities for an on-the-spot survey. While at the Trade Center they heard:

Minister John K. Emmerson, who spoke on the political aspects of U.S.-Japan relations.

Elmer W. Hallowell, agricultural attache, who told them "Japan is the leading market in Asia for U.S. agricultural products."

Laurence C. Vass, minister-counsellor for economic affairs, who addressed them on economic relations and the activities of the Trade Center.

Shortly after the Iowans left Tokyo, the Trade Center was the scene of a 12-day feed trade exhibit and seminar where numerous feed specialists, who received training or degrees from Iowa State University, participated.

Advanced scientific, laboratory instruments to be displayed at Milan Trade Center

Italy pushing for increase in output of national research, plans to spend more than $2.2 billion in five-year plan now underway

American manufacturers of advanced scientific and laboratory instruments will have a special overseas sales opportunity Sept. 16-22 at the Trade Center in Milan.

The show-and-sell exhibition there is expected to boost substantially U.S. exports of these highly specialized devices.

A recent market survey showed that Italy is pushing for an increase in the output of national research. A five-year economic plan, which went into effect last year, foresees government and private expenditures of more than $2.2 billion for research programs.

The survey also revealed that imports now account for about 60% of Italy's demand for scientific and laboratory instruments. It pinpointed sales opportunities for U.S. products in the following categories:

Physical properties testing machines; nondestructive testing equipment; electrical recorders; instruments for physical and chemical analyses; electronic devices; transducers and related apparatus; nuclear radiation detection and measuring instruments; high-quality standard laboratory appliances, and educational aids for secondary school laboratories.

A similar show held last December at the Trade Center in London attracted more than 1,200 trade visitors. The 46 U.S. exhibitors estimated the show would bring them more than $1.2 million in business in the U.K. within a year.

Write: Bureau of International Commerce (code 8195), Department of Commerce, Washington, D.C. 20230 (phone: area code 202-WOrth 7-5351), or any of the Department's 42 Field Offices.

IOWANS IN JAPAN make use of the Trade Center in Tokyo on their trip last month through the Far East. Elmer W. Hallowell (standing), agricultural attache at the U.S. Embassy, tells the 58-member group, directed by Governor Harold E. Hughes, that Japan is the U.S.' top market for agricultural products.

Agents in Finland to display wares for U.S. exporters

Helsinki International Fair to take place in September

Finnish representatives of U.S. firms will promote and sell their products at an official U.S. exhibition to be staged at the Helsinki International Trade Fair, Sept. 15-25.

Some 28 representatives of American chemical, machinery and instrument manufacturers are expected to participate. Held every two years, the Helsinki fair is one of the major trade events in Scandinavia, and the most commercially effective trade promotion activity in Finland.

BIC sponsored an exhibition of U.S. automotive maintenance and repair equipment at the 1964 Helsinki fair. It resulted in more than $800,000 in immediate and first-year sales by U.S. firms which participated.

More than 2,000 firms from 32 countries promoted their products at the 1964 fair. Some 295,000 persons, including 92,000 tradesmen, attended.

PEPSI-COLA is a popular drink in Libya's hot climate. Below, Nicholas S. Lakas, commercial attache, gives businessman details of U.S. products.

WESTINGHOUSE is scheduled to install Libya's first coin-operated laundry.

Libya wants everything

Businessmen in Libya, judging from the results of the U.S. exhibition at the 5th Tripoli International Fair, are in search of good, sound equipment of just about every type.

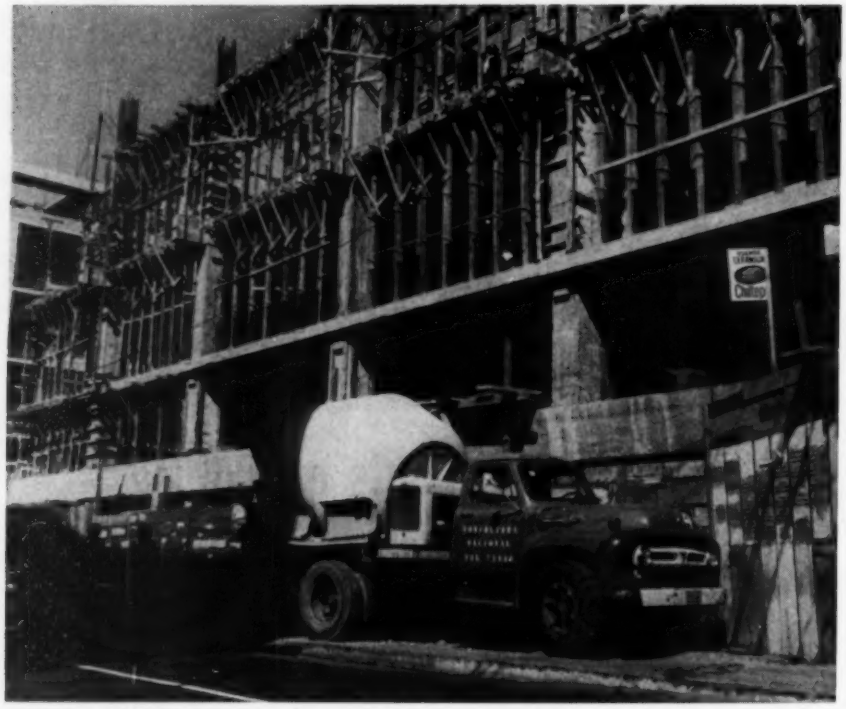
And their families are looking for more luxury in their household goods and foodstuffs.

Michigan Clark's exhibit of heavy earth-moving equipment, for example, aroused such interest that a special demonstration was staged outside Tripoli after the fair closed. And numerous Libyan businessmen spent many hours closely examining American drilling equipment, pumps, tools, paints, compressors, tires, tubes, electrical equipment and other products.

For an earlier report on the fair, see INTERNATIONAL COMMERCE, March 14, page 13.

TWA did its utmost to whet desire of Libyans to visit the United States by showing color films of several major American tourist attractions.

RUST-OLEUM Corp. display, along with numerous others, attracted Libyan small businessmen who were eager to find out as much as possible about American products at the exhibition.



BUILDINGS ARE GOING UP everywhere you look in Managua, reflecting the steady economic growth of the past five years. The building above will provide modern office spaces for many new businesses.

Nicaragua aims for sixth straight year of strong economic growth

Imports jumped 25% in 1965, but U.S. share is dropping; new credit measure will slow imports, boost agriculture

By WALTER CADETTE

Commercial Officer
U.S. Embassy, Managua

If the past is any prologue to the future, the trade outlook in the Nicaraguan market is generally bright. During 1965, the Nicaraguan economy grew at a rate of about 9%, marking the fifth straight year of high economic growth.

Most observers think the economy will continue to expand during 1966, although at a somewhat slower rate. Imports have been going up in almost geometric proportion, increasing by about 25% in 1965.

Total 1965 imports amounted to about $170 million c.i.f., the largest import year in Nicaragua's history and more than double the volume of imports just five years ago.

Machinery and replacement parts continue to lead the list of Nicaraguan imports, followed by chemicals (fertilizers, insecticides, medicinal and pharmaceutical products) and manufactured iron and steel products. The high rate of increase in imports was helped along by the removal during the year of all prior deposit requirements on imports.

Income is up in Nicaragua, but as usual the level of imports this year will depend heavily on Nicaragua's export receipts, particularly those from cotton and coffee. Export receipts will probably not reach the record levels of 1965 because of an unusually dry growing season last year which affected both cotton and coffee. Although imports will probably increase—at least parallel with the growth of the economy itself—the rate of increase will not match that of last year.

The economy of Nicaragua has moved so rapidly in the past five years that the monetary authorities recently saw the need to limit credit expansion to prevent a severe imbalance in the Nicaraguan balance of payments if the present trends in imports continue. The Central Bank has announced a new credit policy to channel more credit into agriculture. Under the new policy, commercial banks are required to limit the amount of loans to the 1965 level and to invest any surplus in interest-bearing Central Bank bonds which in turn will be used to finance increased agricultural production and export diversification.

The degree which the new policy will affect imports in 1966 remains to be seen. Clearly, credit restriction will retard the rate of increase in imports. Insofar as the new policy acts as a brake on credit for installment purchases, it will tend to restrain imports of consumer durables.

Nonetheless many buyers have and are willing to spend ready cash, and credit restriction will not reduce sales of these imported articles from their present levels. An even higher level of imports of farm machinery and implements may take place.

Prime mover

Agricultural exports have been the prime mover in the economic boom. Much of the country has been opened up by an extensive system of roads which is generally considered the best in Central America. Exports of cotton in 1965—mostly to Japan and Western Europe—reached the unprecedented level of $66 million, up from $18 million in 1961.

Coffee continues to be the second most important foreign exchange earner, but as Nicaragua diversifies, coffee is being challenged as an exchange earner by the frozen meat industry.

Although observers expect the drought to keep cotton and coffee crops below the peak production levels of the 1964-65 crop season, there is no lack of confidence in the economy among officials or private businessmen. Any economic slack caused by lower crops will probably be taken up by industrialization and the construction industry, which is active all over the country, but particularly in and around Managua. The economic

boom has stimulated strong demand for middle and luxury housing, and new construction in residential areas is changing the face of Managua. The Government continues to invest heavily in public works, especially road construction.

Merchants reported record sales in 1965, in part attributable to a dramatic increase in sales of consumer durables at Christmas. Shops are filled with varied lines of refrigerators, freezers, stoves and other home appliances. As income continues to grow, the market for air conditioners and electric fans will expand even more.

The narrow streets of Managua grow more crowded with new automobiles, more than half of which are Detroit models. Motorcycles—mostly Japanese models which shortly will be assembled in Nicaragua—add to the congestion.

Managua's sustained population growth of about 7% a year has caused a huge backlog of unfilled public service needs in such services as transportation, sanitation, hotel accommodations, water, and traffic control.

Ground breakings

Ground has already been broken for a 100-room hotel in the downtown area and for a centrally-located seven-story office building. Construction of a 200-room luxury hotel is programmed for later this year, more than tripling the available hotel space in Managua. Ground has also been broken for the Palace of Justice on the south-west fringe of the city and government construction plans for the near future call also for a modern international airport terminal.

Buses will be needed in greater numbers to accommodate the city's population, which is living more and more in outlying areas away from the central business and industrial districts of the city.

Managua's municipal authorities are planning a completely new sewage system, the first stage of which will consist of a $7.5 million investment in intercepting sewers, pumping stations and force mains.

Although the agricultural sector has been the prime mover of economic growth, part of the boom can be traced to the industrialization efforts of Nicaraguan businessmen in cooperation with their government's industrial promotion authority and foreign capital. Most of the larger industries fall into the soft goods or food-processing area—such as cigarettes, beer, refined sugar, frozen meat, soluble coffee, or flour. The second largest concentration is in industries supplying construction materials such as cement, steel structure, window frames and tile flooring.

The market outlook for machinery and parts to supply Nicaragua's expanding industry continues to be bright, but U.S. exporters will face increasing competition from European suppliers in this key area.

No restrictions

Nicaragua places no restrictions on foreign capital. Because the investment climate is favorable, U.S. firms are investing in increasing numbers, mostly in licensing arrangements and joint ventures to produce manufactured items which will take advantage of the common external tariff erected by the five countries of Central American Common Market. For example, plans are going forward for the assembly of U.S.-origin radio and television sets and refrigerators. Cold storage compartments for grocery display are already being assembled under license with a U.S. firm.

News that construction contracts have been signed for a $5 million chemical complex with American capital to produce caustic soda and insecticides adds a new dimension to Nicaraguan industry.

However, it can be expected to displace imports for these products, not only in Nicaragua but also in other countries of the Central American Common Market where the plants will enjoy integrated industry status. The Nicaraguan development authority is also studying the feasibility of five other plants in the chemical field.

U.S. exporters will have to compete aggressively in the years ahead to maintain their present market share. While the position of the United States as principal foreign supplier in Nicaragua is not likely to change in the foreseeable future, the U.S. share of the market has shown perceptible decline over the past five years.

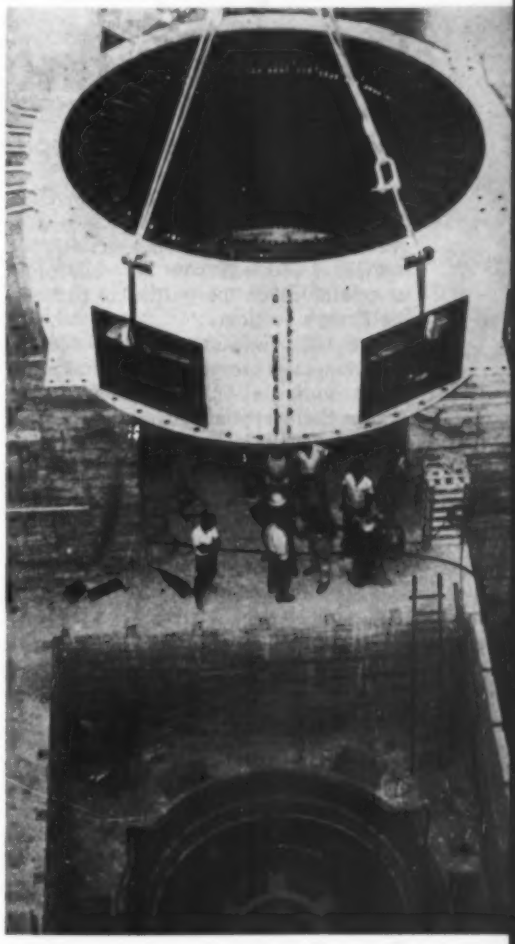
Based on the available customs figures for 1965, the United States supplied 47% of January-May imports, the same percentage as in the full year 1964. In 1960, however, the U.S. share of the market amounted to 53%, and the U.S. share was considerably higher during the decade of the fifties.

While the "Made in USA" label continues to enjoy an excellent reputation in Nicaragua, businessmen and consumers are increasingly conscious of price advantages and credit terms offered by other foreign suppliers.

"We buy virtually all of our pigments from Europe," said the manager of the local paint-mixing plant, "simply because the Americans cannot compete on either price or credit terms." Another industrialist pointed out that his raw material for drawn galvanized wire and for barbed wire is also European-origin because "U.S. wire is just too high."

U.S. exporters will probably face even greater competition in this market, both from other foreign suppliers and domestic producers in an increasingly large number of products as Nicaragua's industrial development proceeds.

Firms interested in the Nicaraguan market should be prepared to advertise extensively, particularly in competitive consumer industries, and to provide attractive credit terms to prospective industrial buyers.



POWER FOR EXPANDING INDUSTRIES is provided by the new Rio Tuma hydroelectric power project. Above, workmen stand by as a stator is lowered to the generator floor at Rio Cacao powerhouse.

Sales prospects for 15 commodities in French market are outlined

Outlook is 'generally very promising,' but some areas lag

The outlook for boosting sales of U.S.-made goods to France this year is generally very promising, but results for individual products will vary according to conditions in the particular parts of the French economy.

The U.S. Embassy at Paris has reported on sales prospects for several product categories, as indicated below.

Household appliances: sales of household appliances in France have not been strong over recent months. This has been attributed in part to uncertain economic conditions. With economic activity showing signs of picking up, the outlook for sales of appliances is improving.

Aircraft: the market for executive and light aircraft and related equipment in France continues to grow. A growing interest in flying and the requirement of modern business should create additional sales opportunities.

Electronics: with France continuing to modernize its industry, and with ambitious space and military programs depending on sophisticated electronic equipment, the French market for electronic products should remain strong during the coming year. Products based on the latest technology have excellent sales prospects.

Stagnation

In an effort to stimulate industrial investment, the French Government has just announced that it will present legislation calling for French firms to receive a tax credit equal to 10% of the purchase price of certain types (not yet specified) of capital goods ordered before the end of 1966. The direct benefits which may accrue to American exporters remain to be seen, but there will certainly be an indirect benefit to all suppliers to the French market if the propensity to invest increases.

Electrical: the prospects for sales of electrical machinery and equipment in most categories remain good. Equipment incorporating new or improved techniques continues to offer strong possibilities in the market.

Metalworking and capital goods: these industries started 1965 in a rather gloomy mood as orders were down, especially for capital goods. However, an improvement was noted as the year progressed, particularly in export orders received by French industry. The relatively weak domestic situation led to a slackening of the rate at which France purchased machinery from other countries, and the 1965 increase in imports was a rather modest 4.5%.

Automotive: while internal demand for passenger cars (1,057,000 units) remained the same, a 10% drop in demand for trucks was noted. Imports accounted for about 15% of new registrations in 1965, and U.S. subsidiaries were once again among the principal foreign suppliers to the French market. Hampered by heavy French taxation, direct sales from the U.S. remained very low.

Latest techniques

Construction: with an anticipated construction of more than 400,000 housing units during the coming year, the demand for building materials will continue to increase. U.S. manufacturers should find a ready market in France for building materials and equipment which reflect the latest construction techniques.

Textiles: recent difficulties in the French textile industry will probably rule out any increase in American textile exports to France, unless some new type of finish on either cotton or man-made fibers is introduced. In this connection, typically American fabrics such as seersucker and madras have been used increasingly in the manufacture of ready-to-wear clothes.

Ready-to-wear clothing: the vogue for American ready-made clothes is still growing, especially among teen-agers. The Prisunic chain of moderately-priced department stores recently held a fashion show of clothing made in France with American fabrics and styling.

Leather: there is a growing market for American leathers. At the Leather Salon in the Fall of 1965 the value of orders booked by the American tanners was far in excess of that obtained in 1964.

Furniture: a large department store, Levitan, featured U.S. colonial furniture at their three Paris stores several times during 1965. Levitan's success has sparked similar interest among many French stores in both Paris and the Provinces.

Steel: France continues to have a large export surplus while simultaneously receiving a substantial quantity of duty free imports from other European Coal and Steel Community (ECSC) countries. French iron and steel imports from outside the ECSC continue to be quite small. The cushion of unused capacity, both in France and in other ECSC countries, and the general price advantage enjoyed by Community steel producers tend to impede any important growth of exports from the United States or other countries outside the Common Market. While French steel output remained roughly the same in 1965, production capacity increased and now stands at 22.5 million metric tons.

Chemicals: the chemical sector was one of the few French industries which moved ahead strongly in 1965, increasing its output some 9%. Organic chemicals and plastics were the best performers, especially ethylene and polyethylene. Nevertheless French chemical imports amounted to 3,640 million francs during 1965 and this year's imports will probably be at least 15% greater.

Coal: the demand for U.S. coal should continue at approximately 1965 levels in 1966. A significant increase in imports of steam coal is anticipated in 1967.

Cameras: the demand for relatively inexpensive still cameras should remain firm in 1966, and may well increase slightly.

U.S. Embassy makes glowing report on Jordan's economy

A 1965 Economic Summary prepared by the U.S. Embassy at Amman, Jordan, reports an overall growth rate of approximately 5% over 1964. Business and economic indicators, reflecting two consecutive years of bumper crops and an upturn in gross capital formation, reveal the economy to be in a healthy state.

The forecast is for yet another favorable year in 1966—with substantial industrial growth, increased Government spending on development, and expanded markets for Jordan's mineral exports expected to offset adverse agricultural prospects.

As a result of this broadening economic base, U.S. importers and investors should find Jordan an increasingly attractive market.

Loan copies of the 1965 Economic Summary for Jordan are available from the Near East-South Asia Division, Office of International Regional Economics, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Hearings scheduled on export controls of hides, leathers

Secretary Connor sets April 18 date following requests for clarification

Secretary of Commerce John T. Connor has scheduled public hearings on control of exports of cattle hides, calf and kip skins, and leathers made from these products.

The requirement for obtaining an export license for, and imposing a limitation upon, the export of cattle hides, calf, kip skins and leathers was put into effect March 7 as part of the Government's efforts to reduce inflationary pressures and after consultation with representatives of producers and users of these products.

The Secretary said the hearings were scheduled because the Department has received requests for clarification and reconsideration from those opposed to the imposition of export controls, and has received requests that various segments be given the opportunity to explain in further detail their views on such export controls.

The hearings will begin April 18 at the Department of Commerce, Washington, D.C., and the Department of Agriculture will be represented on the hearing panel.

Those wishing to file written statements are requested to do so by that date. Those wishing to appear and make oral statements should notify the Secretary of Commerce on or before April 12 so that an orderly schedule of witnesses can be announced in advance.

Caltex venture in Kenya insured for $4 million

An investment in a Kenyan refinery by a U.S. firm and its subsidiary has been insured for approximately $4 million against loss due to inconvertibility of currency, expropriation, war, revolution or insurrection.

The California Texas Oil Corporation and its subsidiary—East African Oil Refinery, Ltd.—have invested more than $3 million in loan and equity funds to build an oil refinery at Mombasa, representing the 23.5% Caltex interest in the plant. The refinery, with a capacity of 41,500 barrels per day, is owned and operated by the East African Oil concern.

Total cost of the project was $13.4 million, borne by four petroleum companies, of which Caltex was one.

Agency for International Development (AID) guaranty contracts are written for 20 years. Those covering loans are written for the term of the loan.

The input of capital, machinery and equipment is expected to contribute to the future development of the economic resources and productive capacity of Kenya. Products, including gasoline, kerosene, aviation turbine fuel, gas oil and fuel oil, will meet the needs of Kenya as well as of Uganda.

Some 270 people are employed at the refinery. The annual payroll is around $1.3 million. Savings in Kenya's foreign exchange resulting from the operation will be about $3.8 million annually.

Spain's liberalization

Items no longer requiring import licenses, according to Spain's 11th import liberalization list, are liberalized immediately except for outboard motors which will be liberalized on June 1. (See INTERNATIONAL COMMERCE, April 4, p. 25).

Italian efforts in Africa result in increased exports

Italian exports to Africa rose by 40% in 1965 compared with the general rise in overall exports of 25%.

Governmental and private trade missions have been frequent visitors to Africa and Italy has concluded economic and aid agreements principally on developing trade with African nations.

Italian capital aid from official sources has been relatively limited but Italian industry is heavily involved in many African nations. An especially active role in this regard is played by the Italian state-owned petroleum firm ENI which has production concessions in six African nations, three refineries in Africa and two under construction. ENI has distribution organizations in 20 African countries.

Grace's Colombian chemical venture insured against inconvertibility and war

An investment in Colombia by W. R. Grace & Company of New York City has been insured against losses due to inconvertibility of local currency, expropriation and war, revolution and insurrection.

The Grace investment of $900,540 was made to acquire and expand the firm of Quimica Proco, S.A., which has produced chemicals since 1958. The expansion has provided facilities for producing molding resins and formaldehyde.

The guaranties are in the amount of $1.8 million for convertibility insurance, a like amount for expropriation, and $1.2 million for insurance against losses due to war, revolution or insurrection.

The Grace venture is providing Colombia with chemicals which had to be imported up to now. It will save Colombia an estimated $204,000 annually in foreign exchange, and is employing Colombian nationals.

About 61% of the materials used in the plant's operation will be purchased from the United States and an estimated $100,000 per year will be remitted to the U.S. in dividends and fees as a result of the investment.

AID guaranty contracts are written for a maximum of 20 years. Those covering loans are written for the term of the loan.

U.S. to supply equipment for Mexican lube oil plant

Petroleos Mexicanos, an agency of the Mexican Government, will purchase equipment and services from U.S. suppliers required for the construction of a new plant to produce lubricating oils.

Total cost of the new plant is estimated at some $40 million. The Bechtel Corp. of San Francisco has been selected by the Mexican firm as project engineer. Other U.S. suppliers have not yet been determined.

The types of items to be purchased in the U.S. include heavy pressure vessels, alloy piping, valves and fittings, compressors, a desalting unit, pumps, instruments, and design and construction services.

Proceeds from an Export-Import Bank loan of approximately $21.2 to the Mexican firm will be used to make cash payments to the U.S. suppliers.

TRADE MISSION REPORT *(CONT'D FROM PAGE 23)*

The field is open

U.S. participation sought for number of projects

Reports from members of the U.S. Trade Mission to Saudi Arabia, Bahrein, Qatar and Dubai indicate interest of businessmen in obtaining U.S. participation in a number of joint ventures.

In several instances involving substantial projects, U.S. participation is asked only in the form of machinery, equipment and technical know-how. The firms offer to supply working capital and meet local construction and labor costs.

Due to the anticipated expansion in governmental public works programs, a number of the 54 proposals listed involve construction. However, additional opportunities exist in such diverse fields as paint manufacturing, production of air conditioning units, and the establishment of a modern super market.

Firms interested in following up one or more of these opportunities are requested to show the Interview Report (IR) number on any correspondence with a foreign firm or with the Bureau of International Commerce. The identifying IR number is listed immediately after the address of the foreign firm.

0133 Poultry farms

Importer of automotive and household equipment seeks a joint venture to establish a poultry farm. Participation by a U.S. firm is requested in the form of equipment, stock and technical assistance. The company reportedly will provide working capital, labor and necessary facilities.

Write: Jassim Bin Mohamed Al Thani & Sons, P.O. Box 236, Doba, Qatar. IR 65d. WTD.

0912 Fishery

A Dubai importing firm seeks joint venture to establish a fishery.

Write: Khoury Gulf Agency, P.O. Box 226, Dubai, Trucial States. IR 98Da. WTD.

1421 Marble quarrying

A joint venture to develop a reportedly large marble deposit in the Trucial States is sought by an importer of general merchandise.

Write: Khoury Gulf Agency, P.O. Box 226, Dubai, Trucial States. IR 99D. WTD.

1475 Phosphate mining

A Riyadh contracting and promotional firm seeks a joint venture with a U.S. firm experienced in the mining industry to mine phosphates under a contract with the Saudi Arabian Government.

Write: Sahara Abdulla El Monaie & El Mona Est., P.O. Box 897, Riyadh, Saudi Arabia. IR 84J.

1476 Salt mining

A joint venture to mine, process, package, market salt through a contract with the Government of Saudi Arabia is proposed by a Riyadh promoter.

Write: Sahara Abdulla El Monaie & El Mona Est., P.O. Box 897, Riyadh, Saudi Arabia. IR 82J.

1511 General building construction

A Riyadh engineering and contracting firm proposes collaboration with an experienced U.S. construction firm on a joint venture basis to negotiate for large Government public works projects.

The firm claims it is currently erecting buildings up to 12 stories high and has $4 million in contracts.

Write: Saudi Nasr Co. of Engineering and Contracting, Al Thohaira St., Riyadh, Saudi Arabia. IR 110J.

A former trucking executive and present owner of a Jidda firm which imports building materials and paints proposes a joint venture with an experienced U.S. contractor to negotiate for construction of Government projects such as roads, airports and large housing developments. The entrepreneur will provide the capital and some equipment. U.S. participation is requested in the form of building know-how and technical assistance.

Write: Office for Technical Enterprises, New Airport Rd., Jidda, Saudi Arabia. IR 33J. WTD.

A Riyadh construction firm with over 200 employees seeks a joint venture on a 50-50 basis with a U.S. contractor experienced in building in the Arab world. The company states it currently is negotiating on two large projects and expects more to follow.

The firm reportedly has approximately $8 million in equipment and $16 million in present contracts building roads and plants.

Write: Ahmad & Mohammed Saleh Kaki, P.O. Box 208, Riyadh, Saudi Arabia. IR 88J.

An importer of trucks, air conditioning units and television sets proposes a joint venture in the construction of apartment buildings and homes. Up to 49% of the venture is open to a U.S. investor.

Write: Trade and Industrial Corp. of Arabia, P.O. Box 1777, Jidda, Saudi Arabia. IR 11J.

A Dammam construction company seeks a joint venture with an experienced U.S. firm to negotiate for Government public works projects. A U.S. company is asked to contribute technical know-how.

Write: A.A. Rashid Naimi & Bros., P.O. Box 79, Dammam, Saudi Arabia. IR 36D. WTD.

1610 Construction representation

The Saudi Arabian Government plans a reportedly extensive program of roads and public works and several firms are offering services to U.S. contractors planning to bid on specific projects. These services are offered as some form of joint venture or similar arrangement and include expertise in the procurement of labor and assistance in placing bids with proper Government agencies and officials for construction of airports, harbors, sewers, irrigation systems, natural gas and power lines, municipal lighting, dredging and pile driving.

Write: one or more of the following:

Rafae Commercial Establishment Red Sea Palace Hotel, Jidda, Saudi Arabia. IR 37J.

The Saudi Arabian Markets, Ltd., King Abdul Aziz St., Jidda, Saudi Arabia. IR 69J.

Almofty Establishment for Trading and Contracting, P.O. Box 262, Riyadh Saudi Arabia. IR 86J.

Eastern Corp., P.O. Box 792, Riyadh, Saudi Arabia. IR 108J.

General Auto Agencies, P.O. Box 139, Jidda, Saudi Arabia. IR 21J. WTD.

Pacific Establishment and Ibrahim Arab, P.O. Box 899, Riyadh, Saudi Arabia. IR 89J.

1611 Road construction

A joint venture with an experienced U.S. construction firm is sought by a Jidda importer of chemicals and general merchandise. The purpose of the venture is to bid on Government road project contracts. The company, reportedly the oldest in the country, requires only engineering and technical assistance and equipment from a U.S. partner. No outflow of U.S. funds is involved. The firm says it will furnish labor, sources of raw materials and necessary services.

According to reports, expanded road construction will be part of an increased public works program in the next few years and Government consideration will be given to those ventures combining reliable Saudi Arabian firms and experienced foreign companies.

Write: Mohd, Nour Salah Jampoom & Bros., P.O. Box 12, Jidda, Hijaz, Saudi Arabia. IR 13J. WTD.

A Saudi Arabian construction company, reportedly currently engaged in a $4 million road building project, seeks a joint venture to expand operations. A U.S. firm is requested to provide some equipment and technical assistance. The company claims to have $3 million worth of equipment.

Write: Saudi Establishment for Commerce & Contracting, P.O. Box 21, Dammam, Saudi Arabia. IR 35D.

A joint venture to build roads and sewage systems is sought by a Saudi Arabian contractor.

Write: Abdul Halim Al Sukari, P.O. Box 300, Al Khobar, Saudia Arabia. IR 18D. WTD.

A joint venture with an experienced U.S. construction company to negotiate for Government road projects is proposed by an importing and construction firm.

The firm claims to have some road building experience, but needs technical assistance and equipment know-how to meet

improved construction standards. The firm reportedly has 400 employees.

Write: Ali A. Tamimi, P.O. Box 230, Al Khobar, Saudia Arabia. IR 27D. WTD.

A commercial building contractor with an annual volume of approximately $500,000 seeks a joint venture to construct roads with a U.S. firm experienced in Middle East construction work. The firm states it will contribute capital in proportion to its interest in the proposed venture.

Write: Abdul Majeed Y. Aheshaid, P.O. Box 365, Al Khobar, Saudi Arabia. IR 29D.

1621 Heavy construction

A contracting and engineering firm, established in 1959 and employing 400, seeks a joint venture with a U.S. contractor to engage in general construction projects such as building roads, harbors and utility systems and laying pipe.

The firm reportedly is working on a sewer and water project in Al Khobar under a joint venture arrangement with a Dutch firm.

Write: Mansoor & Sukari, Contractors and Engineers, P.O. Box 300, Al Khobar, Saudi Arabia. IR 39D. WTD.

An Al Khobar firm engaged in power line, pipeline and road construction proposes a joint venture with a U.S. contractor to seek Government construction projects through expansion of operations.

According to the firm, it does an annual volume of $2 million and owns construction equipment and an asphalt and crusher plant.

Write: Saleh & Abdulaziz Abahussain, P.O. Box 209, Al Khobar, Saudi Arabia. IR 38D. WTD.

A joint venture with a U.S. firm experienced in oil field exploration and pipe laying is sought by a subsidiary of a firm with diverse business interests. Established in 1953, the parent firm imports and retails furniture, appliances and automobiles and operates a beverage company, bottling soft drinks under license from a U.S. firm.

The subsidiary firm is currently engaged in general construction.

Write: Middle East Traders, P.O. Box 311, Manama, Bahrein. IR 52D. WTD.

A contracting and promotional firm seeks a joint venture with an experienced U.S. contractor to build a dam in the Jazan area under contract with the Saudi Arabian Government.

Write: Sahara Abdulla El Monaie and El Mona Est., P.O. Box 897, Riyadh, Saudi Arabia. IR 85J.

A wool importing firm in Mecca seeks a joint venture with a U.S. construction company to bid on Government construction projects in the Mecca area.

Write: M. Siraj Attar & Bros., P.O. Box 241, Mecca, Saudi Arabia. IR 53J.

1781 Water well drilling

Drilling of deep water wells under Saudi Arabian Government contract is proposed on a joint venture basis by a Riyadh firm of contractors and promoters.

Write: Sahara Abdulla El Monaie & El Mona Est., P.O. Box 897, Riyadh, Saudi Arabia. IR 81J.

2041 Flour mills

Establishment of two flour mills in Saudi Arabia through a joint venture with an experienced U.S. firm is sought by an importer and wholesaler of foodstuffs.

The U.S. investor is asked for financial participation in the form of U.S. machinery and technical know-how, including engineering assistance. No outflow of U.S. funds is involved. The Riyadh firm reportedly will provide working capital, land, labor and marketing outlets. One mill to produce 100 tons of flour a day another with twice that capacity are proposed.

Write: Abdulrahman Almashal Commercial Establishment, P.O. Box 38, Riyadh, Saudi Arabia. IR 104J.

2086 Soft drinks

A licensing arrangement with a U.S. soft drink company and establishment of a bottling plant is sought by an importer and manufacturer of carpets furniture and appliances. The firm has 45 employees.

Write: Ahmad Mohamed Al Sowaidi, P.O. Box 72, Doha, Qatar. IR 76D. WTD.

2433 Pre-fabricated building materials

A Saudi Arabian manufacturer of gypsum products proposes a joint venture to make sections and panels for pre-fabricated structures. Primary requirements of a U.S. partner is technical assistance in the project.

Write: National Gypsum Co., P.O. Box 187, Riyadh, Saudi Arabia. IR 106J.

An importer of shoes and textiles seeks a joint venture or licensing arrangement with an experienced U.S. producer to manufacture pre-fabricated housing. The prospective U.S. partner is asked to supply machinery and engineering know-how for the venture.

Write: Saleh Issa Bougary, P.O. Box 372, Mecca, Saudi Arabia. IR 10J. WTD.

2654 Paper containers

An importer of foodstuffs and construction material seeks a joint venture with an experienced U.S. firm to manufacture all types of disposable paper cartons, cups and containers. A U.S. company is asked to contribute equipment and technical assistance in return for equity. The firm reportedly employs approximately 50.

Write: Ibrahim Saleh Alattas, Dammam, Saudi Arabia. IR 2D. WTD.

2821 Polyvinyl chloride

A Riyadh promoter seeks joint venture with experienced U.S. p.v.c. manufacturer to establish p.v.c. plant under Saudi Arabian Government tender.

Write: Sahara Abdulla El Monaie & El Mona Establishment, P.O. Box 897, Riyadh, Saudi Arabia. IR 80J.

2911 Petroleum refining

A Riyadh promoter proposes a joint venture with an experienced U.S. company to bid on a Government tender to establish a refinery for petroleum products.

Write: Sahara Abdulla El Monaie & El Mona Est., P.O. Box 897, Riyadh, Saudi Arabia. IR 83J.

3110 Clothing

A firm which imports and retails textiles and produces ready-made clothing and uniforms seeks a joint venture to expand its manufacturing operation.

TASTE TRAVELS and so does demand for U.S. brand-name products wanted in the Arabian Peninsula.

According to the firm, its small plant is currently producing 50,000 garments annually and operates at capacity. A U.S. company is requested to contribute equipment, machinery and technical assistance in return for equity. No outflow of U.S. funds is involved. The company, which employs 250, states its present facilities are adequate for expansion, but additional textiles are needed from a U.S. partner.

Write: A.A. Rashid Naimi & Bros., Dammam, Saudi Arabia IR 33D. WTD.

A joint venture to manufacture ready-made clothing and uniforms is proposed by a Dammam importer. A U.S. partner is asked for machinery equipment and technical know-how. Operating capital and the necessary labor will be contributed by the firm.

Write: Ibrahim Saleh Alattas, Dammam, Saudi Arabia. IR 4D. WTD.

3241 Cement

Establishment of a cement plant through a joint venture is proposed by an importer.

Write: Khoury Gulf Agency, P.O. Box 226, Dubai, Trucial States. IR 98Db.

3251 Bricks

A joint venture with an experienced U.S. firm to establish a brick plant is sought by a new firm. Machinery, equipment and technical assistance is requested of a U.S. firm in return for equity. Foreign company will contribute raw materials, labor and plant site.

Write: Maamiry Bros., P.O. Box 45, Sharjah, Dubai. IR 89D. WTD.

3272 Pipe

A contractor reportedly employing 2000 workers proposes a joint venture to manufacture clay pipe, ceramics and kitchen and bath room fixtures. An experienced U.S. firm is asked to provide machinery and technical assistance. The foreign firm will contribute operating capital, labor and the necessary property. In addition it claims to have made an extensive study covering all phases of the proposed project.

Write: Abdul Halim Al Sukari, P.O. Box 300, Al Khobar, Saudi Arabia. IR 19D. WTD.

3275 Gypsum products

A gypsum company employing approximately 100, seeks a joint venture to develop new gypsum and plaster products. Technical assistance is the main contribution asked of an experienced U.S. firm.

Write: National Gypsum Co., P.O. Box 187, Riyadh, Saudi Arabia IR 107J.

3352 Aluminum rolling

A Jidda commission agent seeks a joint venture to establish a facility for fabricating aluminum sheet into window frames and doors; with the possibility of eventually rolling sheet from aluminum ingots. The U.S. firm is asked to participate in the venture by furnishing raw materials, equipment and technical know-how only. Working capital is to be supplied by the Jidda company.

Write: Ziad Fouad Abbas, King Abduaziz, Jidda, Saudi Arabia. IR 35J.

3411 Metal containers

An importer and wholesaler of food stuffs and furniture seeks a joint venture to manufacture a line of tin containers. Participation by a U.S. firm is requested in the form of equipment and technical assistance. The company states it will contribute operating capital, property and labor.

Write: Ibrahim Saleh Alattas, Dammam, Saudi Arabia. IR 1D. WTD.

3481 Paper clips

An importer of textiles, paint and hardware, located in Dammam, seeks a joint venture to establish a plant for the manufacture of office supplies such as paper clips, pencils, erasers and notebooks.

Write: A.A. Rashid Naimi & Bros. & Dammam Industries Corp., P.O. Box 79, Dammam, Saudi Arabia. IR 31D. WTD.

3585 Air conditioning units

A joint venture to manufacture evaporative type residential and industrial air conditioners is sought by an importer and marketer of washing machines and refrigerators. The U.S. firm is asked to provide machinery, tooling and technical assistance and, an experienced production manager. The Riyadh firm will contribute operating capital, plant facilities, and raw materials.

Write: Abdul-Mohsen A. Alswailem, P.O. box 544, Riyadh, Saudia Arabia. IR 95J.

3634 Appliances

An importer of foodstuffs proposes a joint venture to establish a plant to manufacture electric household appliances.

Write: M. A. Alfarj, P.O. Box 402, Dammam, Saudi Arabia. IR 24D.

3714 Engine rebuilding

Establishment of a plant to rebuild automotive engines on a joint venture basis with a US. firm is sought by a Jidda importer of automobiles and electrical appliances. The U.S. company is asked to supply equipment and technical know-how in return for equity.

Write: General Auto Agencies, P.O. Box 139, Jidda, Saudi Arabia. IR 21Ja. WTD.

2851 Paints

A Jidda firm presently importing, wholesaling and retailing paints and varnishes is interested in a joint venture to establish a paint plant. Requested of a U.S. manufacturer in return for equity are formulas and engineering assistance. The company claims it will furnish a plant site, necessary buildings and labor. Production of a complete paint line, including exterior, interior and masonry paints is proposed.

Write: Abdel Razzaq Abdel Rahman Al-Mulla, Grand Suq., P.O. Box 21, Jidda, Saudi Arabia. IR 73J. WTD.

4833 Television broadcasting station

Two Sharjah promoters seek a joint venture with an experienced US. firm to establish a television station. The U.S. company is requested to contribute equipment and build the necessary facilities. Operating capital, property and labor will be provided vy the local firm.

Write: Maamiry Bros., P.O. Box 45, Sharjah, Dubai. IR 90D. WTD.

A Jidda importer of scales with 14 employees proposes a joint venture to install a closed circuit television system to link a number of Government buildings.

Write: Rafae Commercial Establishment, Red Sea Palace Hotel, Jidda, Saudi Arabia. IR 43J.

5410 Supermarket

A Jidda importer and retailer of foodstuffs is interested in a joint venture to establish a modern supermarket. The firm is reported to have capital for the venture and is interested in U.S. know-how and operational experience.

The firm reportedly employs 25 and maintains branches in several principal cities.

Write: Muhammad Ali Abudawood & Bros., P.O. Box 227, Jidda, Saudi Arabia. IR 65J. WTD.

A Jidda firm currently operating three supermarkets and employing approximately 300 people proposes a joint venture to expand its business in Jidda and neighboring cities. A U.S. investor is asked to furnish technical know-how and arrange a method for purchasing supplies in the U.S. Financial participation by the U.S. firm is not required.

Write: Abdullah Abbar & Ahmed Zainy, P.O. Box 461, Jidda, Saudi Arabia. IR 71J.

6551 Land development

A Jidda importer-exporter-wholesaler and reportedly owner of extensive real estate holdings proposes joint ventures to utilize these holdings for fruit orchards, a poultry farm, a tire plant, a vegetable oil mill, hotels in Jidda, Mecca, Medina and Tief, a residential housing development and a 120-bed hospital.

Write: Anouar Abu-el-Gadayel & Sons, Exporters and Importers, King Abdulaziz, Jidda, Saudi Arabia. IR 20J. WTD.

Investment Assistance

Firms responding to investment opportunities listed in this section may wish to inform the Bureau of International Commerce of their action in order that follow-up assistance can be extended where appropriate. Notification can be by postcard or simply a carbon of the letter addressed to the foreign firm. This will insure receipt of additional information as it becomes available.

A (★) following the name of the foreign firm denotes that additional information concerning the proposal is available at no charge by writing BIC-8620, Department of Commerce, Washington, D.C. 20230.

WTD indicates that a World Trade Directory Report containing financial and business background information is available on the foreign firm proposing the investment opportunity. Copies are $1 each from the Bureau of International Commerce, (BIC-8120) Rm. 6059B, Department of Commerce, Washington, D.C. 20230.

Special assistance is available to firms wishing to further their own joint venture and licensing interests abroad by calling Area Code 202, WO 7-4065 or by writing BIC-8630, Rm. 1520, Department of Commerce, Washington, D.C. 20230.

7534 Tire recapping

A Jidda importer of automobiles and heavy machinery proposes a joint venture to recap heavy equipment tires. Technical assistance and equipment is requested of a U.S. investor in return for equity.

Write: General Auto Agencies, P.O. Box 139, Jidda, Saudi Arabia. IR 21Jb. WTD.

An importer of paint, tires and construction equipment in Jidda proposes a joint venture or a licensing arrangement to recap tires.

Write: Office for Technical Enterprises, New Airport Rd., Jidda, Saudi Arabia. IR 27J. WTD.

New Zealand producers request U.S. licensees

Two New Zealand manufacturers seek U.S. licenses one for U.S. production of its tandem axle, and the other for the manufacture of a revolutionary multi-purpose agricultural aircraft.

For additional information on these opportunities, **write:** New South Wales Centre, Suite, 1306, 680 Fifth Ave., New York, N.Y. 10019.

The tandem axle is produced from the highest grade alloy steel, and is guaranteed to stand 100 tons shock loading. Spring problems are eliminated because there are no shackle pins or center bolt worries. The unit, which weighs less than one ton, incorporates a number of other unique features.

The revolutionary multi-purpose agricultural aircraft can carry a load of 2000 lb. and is powered by a 285 bhp. engine. Designed after exhaustive research over a two-year period, it is claimed to provide exceptional operational safety, ruggedness, high performance, and unique applications of non-corroding materials.

PROTECTIVE CLOTHING

License sought by German firm to fabricate workers' protective clothing such as aprons, gloves, trousers, and coats made of technical plastics, rubber and asbestos and also special sections of neoprene and polyvinyl chloride for sealing expansion joints in concrete plates for road construction.

The German firm manufactures and exports workers' protective clothing against heat, cold, alkalies, acid and water; rubber mats and runners, and special sections of neoprene and polyvinyl chloride for sealing expansion joints of building and prefabricated houses.

Write: MIGUA, Mitteldeutsche Gummi- und Asbestgesellschaft Hammer schmidt & Co., 5628 Heiligenhaus Bez. Duesseldorf, Germany. WTD.

Calcutta firm seeks machine tool venture

A Calcutta firm currently engaged in fabricating steel structures proposes a joint venture to establish a plant for manufacturing machine tools such as turret lathes, crank shaft and gear grinding machines and jig boring machines.

The firm was formed in 1964, as a subsidiary of an Indian textile company.

Total cost of the proposed project is estimated at $5.25 million. The U.S. company is asked for an unspecified financial contribution, machinery and technical assistance.

Current plans call for building the new plant on a site in West Bengal. Basic services, including electric power, water and highway transportation are reported to be available and the firm says it is negotiating for a rail siding.

According to Indian reports, there is an increasing demand for machine tools which domestic production has been unable to meet. Imports are allowed by the Indian Government. In addition, the firm reports that present Government policy lists the machine tool industry as eligible for development by outside capital.

Write: Kesoram Engineering Industries, Proprietor: Kesoram Industries and Cotton Mills, Ltd., 15 Exchange Pl., Calcutta, 1, India. WTD.

Indian textile equipment producer requests partner

A Bombay manufacturer of components for "Casablancas" high draft system equipment for textile spinning mills seeks a U.S. joint venture partner to substantially expand its operations.

The proposed expansion calls for an additional investment of $4.41 million of which $2.31 million is needed from the prospective U.S. partner for imported machinery and equipment. The other $2.1 million will be supplied by the Indian firm to cover the cost of indigenous machinery and construction of new buildings.

According to the firm, current production, valued at $3.15 million, is sufficient to meet 30% of the components needed to equip 500,000 spindles a year with the "Casablancas" high draft system. The expansion plans, which have been approved by the Government, call for production of 70% to 80% of the components needed to equip at least 1.5 million spindles a year. With the likely future expansion in the Indian textile industry, there is believed to be an adequate market to warrant the proposed expansion.

Write: Casablancas Gannon Engineering, Ltd., Hariali, Bombay-Agra Rd., Bombay 78, India. ★

Nigerian photography firm makes joint venture offer

A Nigerian photography firm, specializing in industrial photography, portrait work, sales of photographic equipment, and duplicating services, seeks a joint venture with a U.S. firm for expansion purposes. The company, founded in 1963, has 10 employees and anticipates a staff of 30 when expansion is completed.

The director of the firm, an expert photographer trained in London, has exhibited in Great Britain, the U.S., Germany, Brazil and Nigeria and believes the growth of the firm has reached a point where outside capital, technical know-how and managerial assistance are needed to promote further profitable opportunities.

Write: Dotun Okubanjo Associates, Ltd., P.O. box 1973, Lagos, Nigeria. WTD.

METAL CONTAINERS

License sought by French firm to manufacture containers or other products which would enable use of its manufacturing and engineering facilities.

The firm presently specializes in the manufacture of railroad cars, mainly refrigerated cars, thermal insulated containers, prefabricated insulated construction site dwellings and truck trailers.

The firm operates several plants employing a total of about 1000 workers.

Write: Etablissements Industriels D. Soule, Route de Tarbes, Bagneres-de-Bigorre, Hautes-Pyrenees, France. WTD.

VALVES, HIGH PRESSURE

A licensing agreement to manufacture high pressure valves, hydraulic activators and loading arms is sought by French firm. The company now produces hydraulically operated valves and safety systems such as breather valves, flame arresters, electronic fluid gauging systems for refineries, tankers and bulk carriers.

The firm, a subsidiary of Whessoe, Ltd., of Darlington, England, employs about 40 persons and reported an annual volume of business of $1 million.

Write: Whessoe S.A., rue de Bitche, Calais (Pas de Calais), France. WTD.

License or venture to make auto parts wanted in Mexico

U.S. partner asked to supply machinery, technical assistance

A Mexican manufacturer of clocks and metal products seeks a joint venture or licensing arangement to produce automotive parts, including valves, fittings and switches.

The firm reportedly has an annual sales volume of $250,000 and considerable excess capacity.

The U.S. firm is asked to supply machinery, equipment, and technical assistance. A skilled technician for the firm's Mexico City plant on a permanent basis is specifically suggested. If this proves to be impractical, the company believes its supervisory personnel can be trained within six months. According to reports, the extent of participation by a U.S. firm in the proposed operation is open to discussion, but the Government requires majority control by a Mexican firm in a joint venture agreement.

Present facilities

The firm states its facilities occupy an industrial site of about 50,000 square feet and plans call for expanding operations by adding a second floor. The tool shop includes 70 presses from one to eight tons and machinery for making dies, jigs and fixtures.

Based on reportedly growing automobile production, the Mexican firm believes an opportunity exists for a well-equipped automobile parts manufacturer. It also claims the Mexican Government encourages and assists domestic manufacturers in producing new products.

Write: Industria Mexicana de Relojes, Aparatos e Instrumentos de Precision, S.A. (IMRAIP), Avenida Madero 16, Mexico D.F., Mexico, Attn.: Fernando Martin Hirsel, President. WTD.

OPTICAL LENSES

A British manufacturer of contact lenses is interested in investigating a possible merger with an experienced U.S. firm in the same field. The London company wants to expand to serve the reportedly growing demand for contact lenses in the United Kingdom and to export to an increasing European market.

According to the firm, which claims to rank among the three largest producers of contact lenses in the United Kingdom, it is moving its offices and production operations to a new and larger plant north of London. In addition, the firm maintains a research center, where information is provided in the correct fitting of lenses. It currently sells lenses directly to opticians.

Write: Contactalens, Ltd., 22 Baker St., London W.1, England. Attn: M. T. Dorman, Managing Director. WTD.

HUMIDIFYING EQUIPMENT

A French manufacturer of weaving looms seeks a licensing arrangement with a U.S. firm to produce humidifying equipment for the textile industry.

The firm, located in southern France, employs approximately 225 workers. Reportedly, plant equipment comprising 150 metal and woodworking machines includes lathes, milling machines, electric welding apparatus and overhead cranes of two and five ton capacity.

Write: Ateliers Guillaume Diederichs, 69 Sainte-Colombe-les-Vienne, (Rhone), France WTD.

PACKAGING MATERIAL

A German manufacturer of plastic packaging material employing 140 people would like to negotiate a licensing arrangement with a U.S. firm to produce disposable plastic packaging material for mass-produced commodities.

The firm, organized in 1962, reports it has doubled production levels during the past two years and still has some unutilized capacities.

The company plans to send a representative to the U.S. this year for discussions with interested firms. In addition, the firm would consider exchanging technical know-how with the U.S. licensor.

Write: Neckarplast GmbH & Co. KG, 7301 Deizisau/Neckar, Plochinger Strasse 40, Germany. WTD.★

Joint venture sought for hotel in Gabon

A small hotel at Lambarene, Gabon, is available on a joint venture or management basis to a U.S. investor or experienced hotel management concern.

Firms interested in learning more of the possibilities offered by the Hotel de l'Ogooue should **write:** Embassy of Republic of Gabon, 4900-16th St., NW., Washington, D.C. 20011.

Indian partnership proposes instrument production venture

Machinery equipment imports needed initially for project

A new Indian partnership seeks a joint venture with an experienced U.S. firm to establish a plant for manufacturing measuring instruments, tools and gauges.

Total cost of the project is estimated at $2.1 million. The U.S. partner is requested to furnish part of the equity capital, to be used primarily for purchases of imported machinery and equipment and technical assistance.

According to Indian sources, the two partners proposing the venture are experienced businessmen currently involved in several successful commercial operations. The present partnership will be changed to a corporation.

The proposal calls for establishment of a plant at Nagpur, 520 miles from Bombay, where water, electric power and transportation reportedly are accessible. However, Indian sources report a complete survey of availability of raw materials has not been made.

The Nagpur firm states it will be necessary to import special types of steel, until requirements can be met by Indian manufacturers.

Manufacturing license

The firm has been issued a license in principle by the Indian Government to manufacture a wide range of such measuring devices as Vernier calipers, micrometers and a variety of gauges. Annual production is estimated at approximately threee million items to be marketed in India for the first three years.

According to a study made by the Indian Investment Centre at New Delhi, domestic production of measuring instruments is negligible and imports are limited due to foreign exchange difficulties. The study states increasing industrialization of India will see a growing demand for measuring devices. Interested U.S. firms are advised to request a copy of the study "Demand for Measuring Tools, Gauges and Instruments" from the Indian Investment Centre, 708-3rd Ave., New York, N.Y. 10017.

Companies wishing to contact the Indian firm should **write:** Indian Precision Instrument, Kanoria House, Palm Rd., Nagpur 1, India. WTD.

NATO-certified U.S. firms can bid on 3 projects in Italy for construction

Brochure on doing business with NATO sent on request

The Italian Ministry of Foreign Affairs has announced three NATO projects (Nos. 229, 230 and 231) which are open to U.S. firms which are certified eligible to participate in NATO International Competitive Bidding (ICB).

Project 229 calls for construction work to improve the capacity of radar facilities in northern Italy. Estimated cost of this project is 21.5 million lire (1000 lire=$1.60).

Project No. 230 consists of the construction and installation of an electrical plant at Rimini Airbase at an estimated cost of 200 million lire.

Project 231 includes the construction and installation of a 150 kilowatt transformer and switching the supply of equipment for the Decimomannu airbase. Estimated cost is 80 million lire.

Requests for bidding invitations must be received by the Difesa Aeronautica, Direzione Generale Demanio, Ufficio Studi, 1a Sezione, Rome, **by April 23.**

U.S. firms must submit the following information in Italian to the Difesa Aeronautica:

Name and address of firm, description in summarized form of type of organization (private firm, corporation, etc.), indication of financial capacity (value of individual largest projects recently executed), short description of technical qualifications (nature of projects, which applicant is specialized in or equipped to execute). This information must be signed and dated to be valid.

Further information about NATO or NATO-ICB certification may be obtained by writing or calling the Trade Opportunities Staff, BDSA-6192, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-WO 7-4674. Information about NATO and SHAPE procurement and how U.S. firms may become certified for participation in bidding is contained in a brochure, which will be sent on request. Ask for "Doing Business with NATO —How U.S. Firms Can Participate."

Saudi Arabia Trade Mission offers U.S. suppliers leads

Anouar Abu-el-Gahayel & Sons, King Abdulaziz St., Jidda, is seeking store fixtures for a fish market, including cutting blocks, store fixtures, counters, shelving, mirrors, furniture, rugs, and other items for a retail establishment. WTD 11/25/65.

Yousif Habib Al Yousuf, P.O. Box 25, Dubai, Trucial States, wishes to purchase all types of foodstuffs, building materials, home air conditioners, refrigerators, and appliances to operate on 220 v., 50 cycles, outerwear and underwear for men, women, boys, and girls, hosiery. WTD in preparation.

Agency with well established construction firm is sought by Jaidah Motors Co., P.O. Box 150, Doha, Qatar, which will include assistance in construction. Law requires local agent participation in bidding on contracts; immediate jobs under consideration total $20 million. WTD in preparation.

Kassem and Abdullah want architectural-engineering services to plan 100-room hotel addition to the Oasis Hotel, which will consist of bowling alley with four to eight lanes and automatic equipment, swimming pool and cabanas, two tennis courts, children's playground, and landscaping. Estimated total project cost is $300,000. The owner will do the construction and furnish local materials.

The architect-engineer is to provide preliminary and final drawings, list of U.S. equipment with prices and name of manufacturers, cost estimates, negotiation for 5-year lease-purchase of bowling equipment, and project supervision during construction. **Write:** Kassem and Abdullah, c/o Darwish Fakhroo, P.O. Box 71, Doha, Qatar. WTD in preparation.

Sheik Hussein Al-Attas, Al-Haramain Place Hotel, Jidda, is now operating a 90-room hotel and is planning to build a 100-room addition with new equipment for all rooms.

Equipment needed: Two diesel electric motor generators, 350 kw each, 3 phase 60 cycle 110/220 volt, designed for hot humid country and continuous operation near salt water. Generators are to be air cooled (if possible), 750 rpm maximum, compressed air starting, spare parts and tools, switchboard with instruments and regulators, a common base frame, heavy duty air cleaner for dusty climate, residential type muffler.

Diesel fired hot water heating equipment is wanted to provide 140-180°F water in ample supply for 200 hotel rooms and a restaurant. Uninsulated storage tanks, heaters, circulating pumps, controls and equipment valving are required.

Complete set of sectionalized prefabricated stainless steel kitchen equipment for the restaurant serving 300 rooms, operating on 110/220 v. 60 c. single and 3 phase, shall include automatic dishwasher, pot and vegetable sinks, cabinets, counters, stoves, and refrigerators for meat, vegetables and dairy products. Baking ovens are not required.

Laundry equipment needed for the hotel and restaurant is to provide hot water heating system with storage tank to be field insulated, washing machines, drying machines, dry cleaning equipment and pressers. The water heaters are to be operated on diesel fuel; all other equipment will operate on 110/200 v. 60 c. single or 3 phase current. The terms will be letter of credit.

Write: Sheik Hussein Al-Attas, Al-Haramain Palace Hotel, Jidda. WTD in preparation.

Tunisia to build starch and glucose plant; seeks bids

The Societe Nationale d'Investissement (SNI), 68 Avenue Habib Bourguiba, Tunis, has issued a tender for a starch and glucose plant with a capacity of 1,800 tons of starch and 1,700 tons of liquid glucose.

Bid deadline is May 31.

Specifications in French are available on a short term loan basis to firms domiciled in the U.S. from the GIEC Division, BDSA-6320, Department of Commerce, Washington, D.C. 20230. Telephone: 202-WO 7-5589.

Burma in market for ingots of copper, lead, tin, zinc

The Government of the Union of Burma is inviting bids for the supply of metal ingots. These materials will be used in the expansion program of the Union of Burma Railway.

The U.B.R. requires one ton antimony ingots; 85 tons copper ingots; 25 tons lead pigs; 15 tons tin ingots; four tons zinc ingots; 300 tons pig iron; one-quarter ton nickel mond pellets; and one-half ton babbitt metal (90% tin).

Bid deadline on this Tender No. 2/MPC/BR-(M)/65-66 **is May 11.**

Bids in duplicate should be sent to Chairman, Union of Burma Railway Board, Bogyoke Aung San Street, Rangoon, Burma.

A copy of the specifications, terms, and conditions is available on loan to firms located in the U.S. from the Miscellaneous Metals and Minerals Division, BDSA 6390, Department of Commerce, Washington, D.C. 20230. Telephone: 202-WO 7-2298.

Australia sets new deadline on centrifugal pump bids

The Comptroller of Stores, Snowy Mountains Hydro-Electric Authority (SMA), P.O. Box 332, Cooma North, N.S.W., Australia, has extended the bid deadline for the design, manufacture, testing at works, supply and delivery of three centrifugal pumps, from April 6 to June 1. (INTERNATIONAL COMMERCE, Dec. 6, 1965, p. 32).

Iraq's deadline for lead acid batteries plant changed

The Directorate General of Passenger Transport Service, Baghdad, has extended the bid deadline for the construction of a complete plant for lead acid batteries from April 10 to May 10. (INTERNATIONAL COMMERCE, Jan. 3, page 35).

NATO construction job in Turkey open to U.S. bids

U.S. firms, certified eligible to participate in NATO International Competitive Bidding (ICB), are invited to submit a request to be placed on the bidder's list for the construction of buildings, electric works, communication and POL (petrol-oil-lubricants) installations and miscellaneous types of works in three places in Turkey. Estimated cost of this project is $1,186,021.

NATO qualified firms having security clearances who are interested in participating must **submit their requests,** including a specially designated Turkish Government questionnaire, to the Ministry of Public Works **not later than April 25.**

A copy of the invitation to bid and the specially designated form is available to U.S. firms from the Department of Commerce, Trade Opportunities Staff, BDSA-6192, Washington, D.C. 20230. Telephone: 202-WO 7-4674. Information about NATO eligibility and certification procedures is also available from the Staff.

Iraq requests bids on power transmission sub-stations

The Directorate General of Industrial Design and Construction, Ministry of Industry is requesting bids for the supply of equipment and complete erection of a 132/11 Kv sub-station at Iskenderiya in the Central Iraq region.

Also requested are the extension of an existing 132/23/11 Kv sub-station at Hilla and a 66/11 Kv sub-station at Hindiya town and Hindiya Barrage in the Central Euphrates region and the extension of an existing 132/33/11 Kv sub-station at Mosul, in the Northern Iraq region.

Bids for Contract No. 9/9C/19 should be submitted to the Directorate General of Industrial Design and Construction, Ministry of Industry, Baghdad, Iraq, no later than June 7.

Terms and specifications may be obtained upon payment of $98 per copy from either the Ministry of Industry, Baghdad, or the consulting engineers, Messrs. Electrobel-Traction et Electricite, 1 Place du Trone, Brussels.

Sudan issues several tenders for metalworking machinery

The Office of Controller of Stores, Atbara, has issued tenders No. 3450 through 3460 with bid deadlines varying from April 19 through April 26 for metalworking machinery.

Machinery desired along with their assigned tender numbers are: One MIG welder, No. 3450; one melting furnace (36″ x 18″ x 12″), No. 3451; one each, 6½″ and 14″ center lathes, No. 3453 and No. 3454; one 4′ radial drilling machine, No. 3455; one grinding stone (3′ x 5″ x 2½″ sq. hole), No. 3457; one hacksaw machine (4 hp. motor), No. 3459; and one floor mounted disc grinding machine, No. 3460.

Copies of tenders and conditions are available to firms located in the U.S. from the Department of Commerce, Metalworking Equipment Division, BDSA-6330, Washington, D.C. 20230. Telephone: 202-WO 7-5652.

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that tender documents, general conditions, specifications, drawings, or other additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-6192, Department of Commerce, Washington, D.C. 20230. The T.M. (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $1 each from the Bureau of International Commerce, BIC-8120, Department of Commerce, Rm. 6059 B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless otherwise indicated. Approximate foreign tariff rates and customs applicable to the products listed below may be obtained from the Department of Commerce or the Department of Commerce field offices.

012 Fruit, tree nut, vegetable farms

GERMANY—Apples, bananas, oranges. Requests quotations cif Rotterdam, replies in German. Wilh. Lutter GmbH. (importer, wholesaler), 15 Hammer Strasse, 4 Duesseldorf-Hafen. WTD 3/16/66.

019 Commercial farms

CEYLON—Vegetable seeds. Requests cif quotations, illustrated catalogs, from growers. Lane & Co. (importer), P.O. Box 19, Nuwara Eliya. WTD 7/16/65.

071 Agricultural services

★★ SAUDI ARABIA—Trade Mission

Cottonseed for production of cottonseed oil. Abdul Rahman O. Bawazeer (manufacturer), P.O. Box 341, Jidda. WTD 2/15/66. TM 106.

151 General building contractors

- **IRAQ**—One set of tender documents, specifications and blueprints for Tender No. 2/66, construction of a 16-story building for the Ministry of Oil and Oil Administration in Baghdad, with a June 1 deadline, are available for examination in Rm. 4014, Building Materials & Construction Industries Division, U.S. Department of Commerce, Washington, D.C. (INTERNATIONAL COMMERCE, March 14, p. 29). Documents can be purchased for U.S. $280 from Consulting Engineers or the Oil Planning and Construction Administration, Accounts Dept., 205 H/1 Abu Nuwas St., Baghdad.

- **MALAYSIA**—Applications invited from suitably experienced firms in order to tender for construction of piled foundations, substructures, C. W. marine intake and other related works for new power station. Contract is No. 1428/2 for firms to submit formal application

before April 18 to Preece, Cardew and Rider, at either 8, 10 and 12 Queen Anne's Gate, Westminster, London, S.W.1, or Seventh Floor, Mercantile Bank Bldg., Kuala Lumpur, Malaysia. Project bid deadline is June 1 on this power station, initially of 120 MW capacity, to be constructed upon foreshore site shortly to be reclaimed and levelled through other works. The proposed works will be on site approximately 1½ miles north of Port Dickson, on west coast of States of Malaya in State of Negri Sembilan. Copy of advertisement and brief tender description only.★ (Telephone: 202-967-3601).

194 Sighting and fire control equipment

SWEDEN—Military training devices such as devices for training anti-aircraft crews, riflemen. Military Training Device Co. AB (importer, exporter), Birger Jarlsgatan 4, Stockholm. WTD 3/3/66.

195 Small arms

PAKISTAN—Small arms: rifles and shotguns, sporting. Fazal Ahmad Khan (importing distributor), Main Bazar, Mianwali. WTD 3/16/66.

SWEDEN—Pistols, revolvers, shotguns, rifles; loading presses; metallic sights. Agency and direct purchase. AB Skanska Vapencentralen (retailer, wholesaler), Lundavagen 3, Malmo C. WTD 3/16/66.

196 Small arms ammunition

PAKISTAN—Small arms ammunition, sports. Fazal Ahmad Khan (importing distributor), Main Bazar, Mianwali, West. WTD 3/16/66.

200 Food

★★ QATAR—Trade Mission

Rice, corn oil, tomato paste, cheeses. Qatar Cold Stores (importer), P.O. Box 71, Doha. WTD in preparation. TM 258.

★★ SAUDI ARABIA—Trade Mission

All types foodstuffs including frozen foods. Anouar Abu-el-Gadayel & Sons (importer), King Abdulaziz St., Jidda. WTD 11/25/65. TM 49.

Tomato paste, all types of spices, biscuits. Abdul Rashid Budruh (importer), Mecca. WTD 3/8/66. TM 77.

Canned food, flour, rice, on continuing basis. Mu Aziz Khan (importer), P.O. Box 37, Jidda. WTD 2/16/66. TM 73.

★★ TRUCIAL STATES—Trade Mission

Rice, sugar, coffee. The Gulf Traders (importer), P.O. Box 29, Dubai. WTD in preparation. TM 324.

Various types of canned foods. Abdulla & Mohamed Saleh Kamal Poor (importer), P.O. Box 40, Dubia. WTD in preparation. TM 321.

201 Meat products

GERMANY—Frozen pork kidneys and livers; lard in barrels or wooden cases. Requests quotations cif Rotterdam, replies in German. Fritz Velten GmbH (importer, wholesaler, manufacturer, exporter), 22 Alleestrasse, 43 Essen-Steele. WTD 3/16/66.

★★ SAUDI ARABIA—Trade Mission

Whole frozen chickens on an exclusive basis, initial order 25 to 30 tons on letter of credit. Al Moukhtar (whoesaler), P.O. Box 1220, Jidda. WTD 2/17/66. TM 70.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Phone: 247-0311.

ANCHORAGE, ALASKA, 99501, Rm. 306, Lessee-Sage Building. Phone: 272-4331.

ATLANTA, GA., 30303, 75 Forsyth St., N.W. Phone: 526-6000.

BALTIMORE, MD., 21202, Rm. 305, U.S. Customhouse, Gay and Lombard Sts. Phone: Plaza 2-8460 Ext. 2784.

BIRMINGHAM, ALA., 35203, 505 Title Bldg., 2030 Third Ave., North. Phone: 325-3131.

BOSTON, MASS., 02110, Room 230, 80 Federal St. Phone: CApitol 3-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Phone: 842-3208.

CHARLESTON, S. C., 29403, Suite 631, Federal Bldg., 334 Meeting St. Phone: 747-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Phone: 343-6196.

CHEYENNE, WYO., 82001, 6022 U.S. Federal Bldg. and Court House, 2120 Capitol Ave. Phone: 634-3722.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Phone: 828-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Phone: 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Bldg., East 6th St. & Superior Ave. Phone: 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Phone: Riverside 9-3287.

DENVER, COLO., 80202, 16407 Fed. Bldg., 20th & Stout Sts. Phone: 297-3246.

DES MOINES, IA., 50309, 1216 Paramount Bldg., 509 Grand Avenue. Phone: 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Phone: 226-6088.

GREENSBORO, N.C., 27402, Room 412, U.S. Post Office Bldg. Phone: 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Phone: 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Bldg., 1022 Bethel St. Phone: 588-977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Phone: CA 8-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Bldg., 208 Laura St. Phone: Elgin 4-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Phone: FRanklin 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Phone: 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Bldg., 167 N. Main St. Phone: 534-3214.

MIAMI, FLA., 33130, Rm. 1638, Federal Office Bldg., 51 S.W. 1st Ave. Phone: 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Phone: BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Phone: 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., (South) 610 South St. Phone: 527-6546.

NEW YORK, N.Y., 10001, 61st Fl., Empire State Bldg., 350 Fifth Ave. Phone: LOngacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Phone: 597-2850.

PHOENIX, ARIZ., 85025, New Federal Bldg., 230 N. First Ave. Phone: 261-3285.

PITTSBURGH, PA., 15222, Room 2201, Federal Bldg., 1000 Liberty Ave. Phone: 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S. W. Morrison St. Phone: 226-3361.

RENO, NEV., 89502, Room 2028, Federal Bldg., 300 Booth St., Phone: 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 North 8th St. Phone: 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Phone: MAin 3-4243.

SALT LAKE CITY, UTAH, 84111, 2235 Federal Bldg., 125 So. State St. Phone: 524-5116.

SAN FRANCISCO, CALIF., 94102, Room 11464, Federal Bldg., 450 Golden Gate Ave. Phone: 556-5864.

SANTURCE, PUERTO RICO, 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Phone: 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Bldg., 909 First Ave. Phone: MA 3-5615.

203 Canning, preserving foods

GERMANY—Canned foods: fruit, vegetables, meat, poultry, fish. Requests quotations cif Rotterdam, replies in German. Wilh. Lutter GmbH (importer, wholesaler), 15 Hammer Strasse, 4 Duesseldorf-Hafen. WTD 3/16/66.

JAPAN—Raisins, dried dates; other dehydrated fruits. Seek U.S. supplier who is not presently represented in Japan. Fukuoka Prefectural Trading Corp. (exporter, importer), 1-1 Tenjin 1-chome, Fukuoka. WTD in preparation.

★★ SAUDI ARABIA—Trade Mission

Mango juices (nectar) in 5½ ounce cans. General Trading Co. (importer), P.O. Box 1263, Jidda. WTD 2/14/66. TM 22.

Canned citrus juices. Muhannad Ali Abudawood & Bros. (importer), P.O. Box 227, Jidda. WTD 8/31/65. TM 95.

Canned foodstuffs, including vegetables, meats, sauces. Interested in distributorship. Mohammed and Abdullah al Sa'adi (importer), P.O. Box 59, Dammam. WTD in preparation. TM 180.

Canned food products, all types. M. A. Alfaraj (importer), P.O. Box 402, Dammam. WTD 3/1/66. TM 208.

VENEZUELA—Canned specialties, delicacies. Distribution for Caracas and western states of Venezuela. Requests replies in Spanish. Relvi, C.A. (importer, distributor, sales agent), Apartado 6846 Carmelitas, Edificio Monte Ulia, Primera Avenida, Los Palos, Grandes, Caracas. WTD 3/4/66.

204 Grain mill products

★★ MUSCAT—Trade Mission

Rice. Mohamed Haj Al Sajwami (importer), P.O. Box 21, Muscat. WTD 3/6/66. TM 353.

★★ SAUDI ARABIA—Trade Mission

Rice. Abdulaziz & Mohamed Al-Abdullah Al-Jimih (import), P.O. Box 467, Jidda. WTD 2/17/66. TM 84.

Animal feeds and grain for poultry and cattle; moderate quantities, 50 tons and up. Saleh A. Sowayigh (importer), P.O. Box 173, Dammam. WTD 8/8/65. TM 186.

Wheat and long grain rice. General Trading Co. (importer), P.O. Box 1263, Jidda. WTD 2/14/66. TM 21.

● **SUDAN**—White best flour, 200 metric tons. Contract No. 3471, bid deadline April 26. Office of Controller of Stores, Sudan Railways, Atbara.★ (Telephone: 202-WO 7-4794).

★★ TRUCIAL STATES—Trade Mission

Rice. Jowad A. H. Sajawmi & Co. (importer), P.O. Box 178, Dubai. WTD 3/6/66. TM 352.

220 Textile mill products

★★ DUBAI—Trade Mission

Fabrics of all types for clothing. Mohamed Ali Badri (importer), P.O. Box 58, Dubai. WTD 3/8/66. TM 319.

IRAQ—Textiles of all kinds, including synthetic fabrics, for men's shirts and pajamas, women's suits and dresses. Direct purchase and agency. Al-Hilalain General Trading & Commission Bureau (commission agent), 132-33 Damerchi Bldg., Banks St., Baghdad. WTD 3/17/66.

MOROCCO—Cotton piece goods, rayon and related broad-woven fabrics. Dacron or similar material of high quality for manufacture of shirts. Toledano Eximport: Union Commerciale Norafricaine S.A. (UNICOM) (importer, exporter, wholesaler, manufacturer), 3 Avenue Sidi Amar, Tangier. WTD 2/25/66.

NETHERLANDS—All kinds of home furnishing textiles. Direct purchase and/or exclusive agency. Requests descriptive literature, samples, price lists; quotations cif Rotterdam. Van Geijn & Vonk N.V. (importer, exporter, sales agent), 7 Museumlaam, Utrecht. WTD 2/14/66.

SWEDEN—Upholstery, home textiles, including cotton and linen cretonne. Direct purchase and agency. Handelsfirman Suecia-Wood, Gust. A. Wettin (agent), Arkaden 2, Goteborg C. WTD 3/9/66.

Fabrics of all kinds, particularly for women's and children's ready-made clothing; all kinds of home textiles. Manufaktur Aktiebolaget Hertz & Co. (wholesaler), Molndalsvagen 93, Goteborg S. WTD 3/16/66.

SWITZERLAND—Textile piece goods and fabrics, all types. Direct purchase and agency. Kurt Bollag (manufacturers' representative, commission agent), Scheideggstrasse 64, 8002 Zurich. WTD 2/28/66.

221 Broad woven fabric mills, cotton

★★ BAHREIN—Trade Mission

Baby blankets. Rasul A. Al-Jishi (importer), P.O. Box 134, Manama. WTD in preparation. TM 355.

THAILAND—Baby diapers, other related products. Requests catalogs, quotations, pertinent details. Direct purchase and agency. Khazan Singh Awtar Singh (Jaspal Store) (importer, distributor, sales agent), 324 Rd., Bangkok. WTD 6/18/65.

227 Floor covering mills

★★ TRUCIAL STATES—Trade Mission

Rugs, carpeting for homes, including wall-

to-wall type. Mohamed Ali Badri (importer), P.O. Box 58, Dubai. WTD in preparation. TM 336.

229 Textile goods

BELGIUM—Felts for lens polishing. Agency for Belgium. Sedic S.P.R.L. (importer, agent), 20 Avenue des Ombrages, Brussels 15. WTD 3/9/66.

NETHERLANDS—P.V.C., polyurethane or hypalon coated synthetic and cotton fabrics for manufacture of rainwear and sail clothing. Arthur Ulbrich & Co. N.V. (importer, wholesaler), 1-5 Derde Kostverlorenkade, Amsterdam. WTD 9/28/65.

SWEDEN—Artificial leather for furniture industry. Direct purchase and agency. Handelsfirman Suecia-Wood, Gust. A. Wettin, Arkaden 2, Goteborg C. WTD 3/9/66.

SWITZERLAND—Textile piece goods and fabrics, full line, all types. Direct purchase and agency. Kurt Bollag (manufacturers' representative, commission agent), Scheideggstrasse 64, 8002 Zurich. WTD 2/28/66.

230 Apparel

★★ SAUDI ARABIA—Trade Mission

Men's, boys', women's clothing. Anouar Abu-el-Gadayel & Sons (importer), King Abdulaziz Street, Jidda. WTD 11/25/65. TM 45.

★★ TRUCIAL STATES—Trade Mission

Men's suits; all types; sports clothing. Trucial States Traders (importer), P.O. Box 92, Dubai. WTD 3/8/66. TM 317.

234 Women's misses', children's, infants' undergarments

MOROCCO—Women's underwear. Toledano Eximport: Union Commerciale Norafricaine S.A. (UNICOM) (importer, exporter, wholesaler, manufacturer), 3 Avenue Sidi Amar, Tangier. WTD 2/25/66.

236 Girls', children's, infants' outerwear

★★ SAUDI ARABIA—Trade Mission

Complete lines of infants', children's, girls' clothing. East & West Store, Amir Khalid (importer), P.O. Box 303, Al-Khobar. WTD Feb. 1966. TM 177.

238 Apparel, accessories

SWEDEN—Medium, low-priced work gloves. Direct purchase and agency. AB Yngve Brodd (agent), Gotebergsgatan 9, Goteborg C. WTD 3/15/66.

239 Textile products

★★ SAUDI ARABIA—Trade Mission

Ready-made automobile seat covers, adjustable seat covers; on exclusive basis. Mohamed Bin AlGitem (importer), P.O. Box 858, Jidda. WTD 2/16/66. TM 32.

TRINIDAD—Lightweight tarpaulins. Direct purchase and agency. W. S. Robertson & Co., Ltd. (import-export, commission merchant), P.O. Box 30, San Fernando. WTD 9/15/65.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

242 Sawmills, planing mills

★★ SAUDI ARABIA—Trade Mission

Lumber for residential and commercial construction. Rashid Abd Al Rahman Al Rashid (importer), P.O. Box 99, Al Khobar. WTD in preparation. TM 229.

★★ TRUCIAL STATES—Trade Mission

Finished lumber for home and commercial construction. Sa'id Ben Ali Al Gaizi (importer), P.O. Box 1013, Dubai. WTD 3/8/66. TM 346.

243 Millwork, veneer, plywood, prefabricated structural wood products

★★ BAHREIN—Trade Mission

Pre-fabricated houses for erection in Bahrein. Middle East Traders (importer), P.O. Box 311, Manama. WTD in preparation. TM 248.

★★ SAUDI ARABIA—Trade Mission

Plywood and lumber of all kinds for construction of houses; millwork; doors; windows. Ibrahim M. Al-Najran, P.O. Box 175, Al Khobar. WTD in preparation. TM 212.

250 Furniture, fixtures

★★ TRUCIAL STATES—Trade Mission

Metal office and household furniture. Al-Khonaini Al-Katami Trading & Contracting Co. (importer), P.O. Box 1017, Dubai. WTD in preparation. TM 349.

251 Household furniture

★★ BAHREIN—Trade Mission

Furniture, including upholstered furniture. Abdul Rahma Al Khalifa (importer), P.O. Box 83, Manama. WTD in preparation. TM 357.

LIBYA—Dining room, living room, bedroom furniture, upholstered and non-upholstered. Ahmed S. Naami (importer), P.O. Box 1066, Barclays Bank Bldg., Jaddat Istiklal, Tripoli. WTD 2/16/66.

★★ TRUCIAL STATES—Trade Mission

All types of furniture, including bedroom, dining room, occasional, garden furniture. Mohamed Ali Badri (importer), P.O. Box 58, Dubai. WTD in preparation. TM 335.

252 Office furniture

★★ BAHREIN—Trade Mission

Office furniture including filing cabinets, desks, chairs, shelving for storage and library. Middle East Traders (importer), Box 311, Manama. WTD in preparation. TM 251.

★★ QATAR—Trade Mission

Office furniture. Salem Studio & Stores (importer), P.O. Box 121, Doha. WTD in preparation. TM 293.

★★ SAUDI ARABIA—Trade Mission

Office furniture, including file cabinets, desks, chairs. Khazindar-Dabbous Stores (retailer), P.O. Box 157, Jidda. WTD in preparation. TM 44.

254 Partitions, shelving, lockers, office and store fixtures

★★ BAHREIN—Trade Mission

Complete fixtures and equipment for supermarket. Jawad Cold Store (importer), P.O. Box 430, Manama. WTD in preparation. TM 257.

262 Paper mills, products

★★ SAUDI ARABIA—Trade Mission

Toilet paper, plain kraft paper. Banawi Factories (manufacturer, importer), P.O. Box 546, Jidda. WTD in preparation. TM 55.

● **SYRIA**—30,000 rolls cigarette paper, 8,000 rolls cellophane waterproof paper, 10,000 rolls aluminum foil, 200 metric tons white coated paper, 9 metric tons glue for cigarettes, 30 metric tons glue for filter tips, 20 metric tons glycerine, and 275 million acetate filters. Tender No. 19/66, bid deadline May 2. Terms and specifications are in French. Ministre de l'Economie, Monopole des Tabacs & Tombacs, Direction Generals, Rue Salhie, B.P.616, Damas.★ (Telephone: 202-WO 7-3003).

264 Converted paper, paperboard products

DOMINICAN REPUBLIC—Stationery supplies in general. Direct purchase and agency. Editorial Duarte, C. por. A. (importer, wholesaler, retailer), P.O. Box 643, Calle Mercedes, esq. Arzobispo Merino No. 71, Santo Domingo. WTD in preparation.

SWITZERLAND—Self adhesive tapes, full line. Direct purchase and agency. Strapex AG (importer, manufacturers' representative), 5610 Wohlen AG. WTD 2/28/66.

266 Building paper, building board mills

★★ SAUDI ARABIA—Trade Mission

Insulation materials of new design for home and building construction. Requests information, prices. Rashid 'Abd Al Rahman Al Rashid (importer), P.O. Box 99, Al Khobar. WTD in preparation. TM 226.

Line of wall board. Abdulrazzaq Abdelraham al Mulla, Grand Sug (importer), P.O. Box 21, Jidda. WTD 2/14/66. TM 29.

272 Periodicals

★★ SAUDI ARABIA—Trade Mission

All types of magazines. Mohamed Ali Khazindar (importer), King Abdulaziz St., Jidda. WTD 2/15/66. TM 88.

273 Books

PAKISTAN—Books: medical, law, research, engineering, general. Caravan Book House (printers, publishers, importing distributors), Kutchery Rd., Lahore. WTD 3/21/66.

281 Industrial chemicals

CEYLON—Chemicals for paper industry; sodium bicarbonate, refined; ammonium carbonate; liquid glucose. K. Kanagasabai (importer), P.O. Box 614, Colombo. WTD 3/16/65.

● **IRAN**—Brake fluid, 25,000 liters, in five U.S. gallon containers, conforming to SAE specification 70R3, having the said specification labelled on each container. Bid deadline June 6. Ordnance Department of the Imperial Iranian Army, Avenue Abbasabad, Tehran.★ (Telephone: 202-WO 7-2067).

IRAQ—Soda ash, caustic soda, calcium carbide, fatty acids, palm oil. Direct purchase and agency. Furat Trading Co. (importer, wholesaler, retailer, exporter), 83 D/1 Saadoon St., Baghdad. WTD 3/1/66.

283 Drugs

● **IRAQ**—A wide variety of medicaments, 165 items, including hypophosphorus acid, 500 kgs.; citric acid, 500 kgs.; powdered

acacia gum, 300 kgs.; sulphuric acid, 500 liters; aluminum hydroxide dried gel, 200 kgs.; calcium carbonate, 2,000 kgs.; barium sulphate, 2,000 kgs.; calcium gluconate, 500 kgs.; and hydrocortisone eye ointment 1½% 5 gm. tubes, 50,000 tubes. Other items to be purchased include: elixir diphenhydramin Hcl, 10 mg. per 4 cc, 30,000 bottles; ferrous sulfate, 2,000 kgs.; glucose monohydrate powder, 15,000 kgs.; Vitamins A and D in bottles of 15 cc, 100,000 bottles; magnesium sulfate, 30,000 kgs; potassium acetate, 3,000 kgs.; potassium bromide, 3,000 kgs.; sodium bicarbonate, 50,000 kgs.; and scores of other items. Tender No. 16/66, bid deadline April 31. Central Foreign Purchasing Board, Ministry of Finance, Baghdad.★ (Telephone: 202-WO 7-3394).

★★ SAUDI ARABIA—Trade Mission

Animal food supplements; veterinary supplies, equipment, artificial breeding. Mohamed Ali Khazindar (importer), P.O. Box 157, Jidda. WTD 2/14/66. TM 6.

★★ TRUCIAL STATES—Trade Mission

Pharmaceuticals, drugs. Al-Khonaini Al-Katami Trading & Contracting Co. (importer), P.O. Box 1017, Dubai. WTD in preparation. TM 348.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

FRANCE—Cosmetics for use in beauty parlors. Not interested in perfumery. Entreprise Commerciale Inter-France (E.C.I.F.) (importers), 9 Rue Lepante, 06 Nice. WTD 3/22/66.

NETHERLANDS—Complete line of cosmetics, such as cleansing, foundation and lubricating creams, oils, rouges, nail lacquers, manicure preparations. Direct purchase and/or agency. Desires exclusive representation of leading American brands. Requests descriptive literature, price lists, quotations cif Rotterdam. Van Geijn & Vonk N.V. (importer, exporter, sales agent), 7 Museumlaan, Utrecht. WTD 2/14/66.

SWEDEN—High and medium-priced cosmetics, perfumes, hair preparations. Agency and direct purchase. AB Viggo Sodergren (wholesaler, agent), Hvitfeldtsgatan 7, Halmstad. WTD 3/15/66.

★★ TRUCIAL STATES—Trade Mission

Preparations, various types. Abdulla & Mohamed Saleh Kamalpoor (importer), P.O. Box 40, Dubai. WTD in preparation. TM 322.

287 Agricultural chemicals

CEYLON—Insecticides and fungicides. Lane & Co. (importer), P.O. Box 19, Nuwara Eliya. WTD 7/16/65.

289 Chemical products

★★ SAUDI ARABIA—Trade Mission

Adhesives for paper; inks for multi-color printing of paper products; terms letter credit. Banawi Factories (manufacturer), P.O. Box 546, Jidda. WTD in preparation. TM 54.

Adhesives for office supply store. Khazindar-Dabbous Stores (retailer), P.O. Box 157, Jidda. WTD in preparation. TM 103.

295 Paving and roofing materials

★★ SAUDI ARABIA—Trade Mission

Roofing felts, asphalt roofing materials. Ibrahim M. Al-Najran (importer), P.O. Box 175, Al Khobar. WTD in preparation. TM 213.

301 Tires, inner tubes

NETHERLANDS—Rubber hose for bicycle tube valves, self-adhesive plaster; complete repair sets for bicycle and automotive inner tubes, insulating tape. Arthur Ulbrich & Co. N.V. (importer, wholesaler), 1-5 Derde Kostverlorenvaart, Amsterdam. WTD 9/28/65.

★★ SAUDI ARABIA—Trade Mission

Tires, tubes for automotive and construction machinery use. Abubaker Mohamed Bamatraf (merchant), P.O. Box 609, Jidda. WTD in preparation. TM 60.

★★ TRUCIAL STATES—Trade Mission

Automobile and truck tires. Sa'id Ben Ali Al Gaizi (importer), P.O. Box 1013, Dubai. WTD 3/8/66. TM 344.

Automobile and truck tires and tubes. Sa'id & Mohamed Al Naboudah (importer), P.O. Box 1200, Dubai. WTD in preparation. TM 327.

306 Fabricated rubber products

● **BURMA**—V-belts, 4,700, flat belts 600 yards, various sizes and types. Tender No. 1255/ONE(PA)MCY/PWC/65-66, bid deadline April 18. Director of Engineers, Public Works Corp., 60 Shwedagon Pagoda Road, Rangoon.★ (Telephone: 202-WO 7-3381).

NETHERLANDS—Rubber balls used for dispensing bottles; rubber household and work gloves. Arthur Ulbrich & Co. N.V. (importer, wholesaler), 1-5 Derde Kostverlorenvaart, Amsterdam. WTD 9/28/65.

PAKISTAN—Surgeons' gloves, rubber. Hesco (importing, distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

307 Plastics products

★★ SAUDI ARABIA—Trade Mission

Plastic water line pipes and fittings. Hamed Fahad Bassam & Sons (importer), King Saud St., Dammam. WTD 5/12/65. TM 217.

314 Footwear

★★ SAUDI ARABIA—Trade Mission

Men's, boys', women's, girls' shoes. Anouar Abu-el-Gadayel & Sons (importer), King Abdulaziz St., Jidda. WTD 11/25/65. TM 47.

★★ TRUCIAL STATES—Trade Mission

Men's and boys' shoes. Abdulla & Mohamed Saleh Kamalpoor (importer), P.O. Box 40, Dubai. WTD in preparation. TM 323.

322 Glass, Glassware

★★ SAUDI ARABIA—Trade Mission

Glassware, china, other items for household use. Home Novelties Exhibition (importer), P.O. Box 957, Jidda. WTD 2/16/66. TM 90.

325 Structural clay products

★★ SAUDI ARABIA—Trade Mission

Building tiles of various types for residential and commercial construction use. Requests information, prices. Rashid Abd Al Rahman Al Rashid (importer), P.O. Box 99, Al Khobar. WTD in preparation. TM 227.

329 Abrasive, asbestos, nonmetallic mineral products

BELGIUM—Nonmetallic abrasives, all kinds; electrolytic polishing systems. Agency for Belgium. Sedic S.P.R.L. (importer, agent), 20 Avenue des Ombrages, Brussels 15. WTD 3/9/66.

PERU—Machinery to cut and polish granite blocks of sizes from 5″ x 5″ x 1″ to 120″ x 80″ x 4″. Requests replies in Spanish. Jose Malaga Malaga, Calle Zela 216, Arequipa. WTD in preparation.

★★ SAUDI ARABIA—Trade Mission

Fibre glass materials for manufacture of boats, other items. Lulu Craft Boat Works (manufacturer), P.O. Box 670, Jidda. WTD 2/16/66. TM 99.

Asphalt tile for use in residential and commercial construction. Rashid Abd Al Rahman Al Rashid (importer), P.O. Box 99, Al Khobar. WTD in preparation. TM 228.

331 Steel mill products

● **BURMA**—Plates, channels and flats: Plates, 8′ x 4′, 200 pcs. ¼; 600 pcs. ⅜″ and 230 pcs. ½″. Channel, 54,000 ft. ¾″ x ½″ x 18′. Flats, 928 tons (23 items), size range ⅝″ x ⅛″ to 12″ x ½″, 20′ long. Tender No. 135/T/CONST/PWC/65-66, bid deadline April 28. Director of Engineers, Public Works Corp., 60 Shwedagon Pagoda Rd., Rangoon.★ (Telephone: 202-WO 7-2363).

● Expanded steel sheets: 200 pcs. 12′ x 8′ x ¾″ mesh and 500 pcs. 8′ x 4′ x ¾″ mesh. Tender No. 307/(T)/CONST-BR/(M)/65-66, bid deadline April 27. The Chairman, Union of Burma Railway Board, Bogyoke Aungson Street, Rangoon.★ (Telephone: 202-WO 7-2363).

★★ SAUDI ARABIA—Trade Mission

Steel for manufacturing steel wool. Abdul M. Hasanain (importer), P.O. Box 1415, Jidda. WTD 2/14/66. TM 20.

335 Rolling, drawing, extruding of nonferrous metals

★★ QATAR—Trade Mission

Aluminum sheets and bars for manufacture of aluminum doors and windows. Ahmad Mohamad Al Sowaidi (manufacturer), P.O. Box 72, Doha. WTD in preparation. TM 256.

★★ SAUDI ARABIA—Trade Mission

Aluminum extrusions on exclusive basis for use in doors, windows, store and shop fronts. Farouk Elalami (manufacturer), P.O. Box 465, Jidda. WTD 2/14/66. TM 28.

Aluminum bars, extrusions for fabrication of windows, doors, decorations. Aluminum, Ltd. (manufacturer), P.O. Box 481, Jidda. WTD 2/14/66. TM 26.

342 Cutlery, hand tools, general hardware

● **BURMA**—Small quantities and varying types of hand tools, including spanners, wrenches, punches. Tender No. 17/QO/T/MCY/POI/DD/(65-66), bid deadline April 30. Procurement Manager, People's Oil Industry, Merchant St., Rangoon.★ (Telephone: 202-WO 7-5589).

★★ SAUDI ARABIA—Trade Mission

Hardware, accessories, stripping for fiberglass boats. Lulu Craft Boat Works (manufacturer), P.O. Box 670, Jidda. WTD 2/16/66. TM 99.

Complete tools for outfitting a line truck, for installing electric power lines, equipment including poles, gloves, tool kits; used for low, high tension. Albabtain Trading and Contracting (electrical contractor), P.O. Box 181, Riyadh. WTD in preparation. TM 142.

Complete line of plumbers' tools. Ibrahim M. Al-Najran (importer), P.O. Box 175, Al Khobar. WTD in preparation. TM 210.

Builders' hardware, all types. Ibrahim M. Al-Najran (importer, P.O. Box 175, Al Khobar. WTD in preparation. TM 211.

SWEDEN—Medium, low-priced hand tools, all kinds. Direct purchase and agency. AB Ingve Brodd (agent), Gotebergsgatan 9, Goteborg C. WTD 3/15/66.

SWITZERLAND—Strapping tools for "plastic-steel-band"; hand tools, all kinds. Direct purchase and agency. Strapex AG (importer, manufacturers' representative), 5610 Wohlen AG. WTD 2/28/66.

VENEZUELA—General hardware: shelf hardware, hand tools, builders' hardware. Wholesale in Caracas metropolitan area. Requests replies in Spanish. Comercial Bengar, C.A. (importer, wholesaler), Edificio Alfa (Sotano), Avenida Principal de Boleita, Caracas. WTD 3/1/66.

343 Heating apparatus, plumbing fixtures

FRANCE—Hot water central heating systems; hot water boilers; pumps; heating and air conditioning controls and accessories for air conditioning units. Societe Air et Force (S.A.F.) (dealers, sales agent for air conditioning equipment), 48 Allees Jean-Jaures, 31 Toulouse, Haute-Garonne. WTD 3/1/66.

NETHERLANDS—Natural gas-fired central heating equipment such as tanks, boilers, water heaters, convectors, related equipment such as valves and fittings. N.V. Amerikaanse Verwarmings Systemen (importer, wholesaler), 12 Putterweg, Ermelo. WTD 3/1/66.

★★ SAUDI ARABIA—Trade Mission

Plumbing fixtures and supplies; interested in distributorship. Ibrahim M. Al Najran (importer), P.O. Box 175, Al Khobar. WTD in preparation. TM 209.

344 Fabricated structural metal products

● **JORDAN**—25,000 LP gas cylinders suitable for marketing LP gas for domestic use. Estimated value $225,000. Tender Advertisement No. 11/66, bid deadline April 30. Documents and specifications available from Jordan Petroleum Refinery Co., P.O. Box 1079, Amman, upon payment of $15, including air postage.

★★ SAUDI ARABIA—Trade Mission

Line of aluminum doors, sash, windows. Abdelrazzaq, Abdelrahman Al-Mulla, Grand Suq (importer), P.O. Box 21, Jidda. WTD 2/14/66. TM 31.

Pipe, irrigation, pipe for deep wells, purchase on continuing basis. Abubaker Mohamed Bamatraf (merchant), P.O. Box 609, Jidda. WTD in preparation. TM 61.

345 Screw machine products

FRANCE—Bolts, nuts, screws, pins of all categories, types, and sizes, manufactured with noble metals (such as stainless steel, refractory steel, aluminum bronze, titanium, other high-quality alloys), including aircraft quality articles. Descriptive literature and price lists requested. Forges & Boulonneries Fernand-Belliard (manufacturer, wholesaler), Rue Fernand-Belliard, 33 Bordeaux-Bastide, Gironde. WTD 7/23/65.

349 Fabricated metal products

★★ BAHREIN—Trade Mission

Pipe for oil fields, including drilling pipe. Middle East Traders (importer), P.O. Box 311, Manama. WTD in preparation. TM 249.

★★ TRUCIAL STATES—Trade Mission

Safes for commercial and bank use. Al-Khonaini Al-Katami Trading & Contracting Co. (importer), P.O. Box 1017, Dubai. WTD in preparation. TM 350.

351 Engines; turbines

● **MALAYSIA**—Tenders invited for supply, delivery and erection of steam generating plant and ancillary equipment for National Electricity Board's new thermal power station, Port Dickson. Plant comprises two 550,000 lb hr oil fired boiler units, with economizers, air heaters, draught plant, oil firing equipment and feed pumps. Steam perameters 925 P.S.I.G. and 915 degrees F at boiler outlet stop valve. Bid deadline July 1. Tenders invited only from firms which are prepared to submit complete tenders. Project is expected to have World Bank financing. Brief description obtainable from Preece, Cardew & Rider, 8, 10 & 12 Queen Anne's Gate, Westminster, London, S.W. 1, or from Preece, Cardew & Rider, Mercantile Bank Bldg., 7th floor, Kuala Lumpur, Malaysia. Applicants should quote reference contract No. 1428/10.

★★ QATAR—Trade Mission

Diesel engines for irrigation wells. Ali Bin Khalifa Al Hitmi & Bros. (importer), P.O. Box 119, Doha. WTD in preparation. TM 254.

★★ TRUCIAL STATES—Trade Mission

Diesel engine power units 30-150 hp.; marine diesel engines 30-500 hp. Ahmed Majed Al-Ghurair & Sons (importer), P.O. Box 1, Dubai. WTD in preparation. TM 347.

Line of marine diesel engines. Sa'id Ben Ali Al Gaizi (importer), P.O. Box 1013, Dubai. WTD 3/8/66. TM 343.

Marine diesel engines, parts, tools for repair. Sa'id & Mohamed Al Naboudah (importer), P.O. Box 1200, Dubai. WTD in preparation. TM 326.

352 Farm machinery

CEYLON—Spraying equipment. Lane & Co. (importer), P.O. Box 19, Nuwara Eliya. WTD 7/16/65.

★★ SAUDI ARABIA—Trade Mission

Agricultural machinery and equipment from manufacturer only. General Auto Agencies (importer), P.O. Box 139, Jidda. WTD 2/14/66.

353 Construction, mining, materials handling machinery

● **BURMA**—One pneumatic loader (underground power shovel-mucking machine), wheel gauge 600 mm, bucket capacity 0.3 cubic meter, to be used on rail track; one pneumatic loader (underground power shovel-mucking machine), approximate specifications: Overall length 81", headroom required 89", cleanup range 88", weight 7,400 lb., track gauge 20"; 20 pneumatic rock drills; variety of auxiliary equipment such as drill steels, bits, compressed air rubber hose, air winch. Tender No. 82/65-66, bid deadline April 30. Deputy Director General (Procurement), Mineral Development Corp., 243/251 36th St., Rangoon.★ (Telephone: 202-WO 7-5566).

● **KOREA**—30 stopers, wet type, high drilling speed; 10 air auger drills, rotary type, casing must be aluminum alloy or equivalent material; 5 rock shovel, track-mounted traveling chassis and two compressed air motors. Tender No. KFX-6029-S, bid deadline April 27. Office of Supply, Government of the Republic of Korea, Seoul.★ (Telephone: 202-WO 7-5566).

★★ QATAR—Trade Mission

Rock crushing machines. Ahmad Mohamed Al Sowaidi (importer), P.O. Box 72, Doha. WTD in preparation. TM 291.

★★ SAUDI ARABIA—Trade Mission

Asphalt plant, asphalt spreaders, iron wheel roller, distributor, rock spreaders; rock crushing plant for use in road building; tractors, scrapers, motor graders, rubber tired rollers, front end loaders, pneumatic tools. Mohamed Nour Salah Jamjoom & Bros. (importer), P.O. Box 12, Jidda. WTD being revised. TM 8.

Machinery and equipment for construction industry including back hoes, trenchers, dozers, chain saws. General Trading Co. (importer), P.O. Box 1263, Jidda. WTD 2/14/66. TM 23.

Line of crawler and rubber tired tractors, scraper, loaders; crane and dragline account from 0 tons through 40 tons both crawler and rubber tired. Trade & Industrial Corp. of Arabia (importer), P.O. Box 1777, Jidda. WTD 2/14/66. TM 27.

Truck mounted drilling rig for drilling holes to install electric line poles, with extra heavy springs, equipped for desert travel. Albabtain Trading & Contracting (electrical contractor), P.O. Box 181, Riyadh. WTD in preparation. TM 143.

Drilling rigs, gasoline or diesel powered for drilling water wells. Abubaker Mohamed Bamatraf (merchant), P.O. Box 609, Jidda. WTD in preparation. TM 62.

Complete line of cranes, shovels, back-hoes, from small to large. Hamed Fahed Bassam & Sons, (importer), King Saud St., Dammam. WTD 5/12/65. TM 216.

Complete line of oil field machinery and supplies. Said A. Ghodran (importer), P.O. Box 131, Dammam. WTD 5/3/65. TM 225.

Materials handling equipment of all sizes. Abdul Aziz Gharbawi & Ali Wood (importer), P.O. Box 191, Jidda. WTD 8/10/65. TM 15.

354 Metalworking machinery

● **BURMA**—Supply of cutting tools and measuring equipment: 116 parting cutters, 90 steel measuring tapes, and 14 six-inch calipers. Tender No. 137(T)/MCY-POI/CF(65-66), bid deadline April 18. Procurement Manager, People's Oil Industry, 604 Merchant St., Rangoon.★ (Telephone 202-WO 7-5652).

● **CEYLON**—Supply of electrical material: 6500 yds. cable; 24 portable drills and grinders; 12 bench-type grinders; 6 portable hammers; and spare parts and accessories for above. Quotation No. HO/Q/25, bid deadline April 28. The Supplies Officer, State Engineering Corporation, 48, Sri Jinaratana Rd., Colombo 2.★ (Telephone: 202-WO 7-5652).

★★ SAUDI ARABIA—Trade Mission

Machinery for manufacture of steel wool, electric, 110 volts, 60 cycle. Abdul Aziz M. Hasanain (importer), P.O. Box 1415, Jidda. WTD 2/14/66. TM 19.

355 Special industry machinery

★★ BAHREIN—Trade Mission

Equipment for cutting; finishing, polishing, bending; engraving patterns in glass. Mohammed Jalal Trading (importer), P.O. Box 113, Manama. WTD in preparation. TM 242.

CEYLON—Design and construction of harvesting, washing, and refining machinery for solar salt production. Mr. J. J. G. Amirthanayagam, Chairman, National Salt Corp. (state corporation), 110 General's Lake Rd., Colombo 2.

GERMANY—Machinery and parts for outer

garment industries. A. S. Rimpau KG (importer, exporter), 61 Altenmelle, 452 Melle (Bez. Osnabrueck). WTD 3/22/66.

MADAGASCAR—Plant for packaging bananas; capacity 4½ tons an hour or 45 tons a day. Requests replies in French. Cooperative Fruitiere de Madagascar (COFRUMAD (cooperative of banana planters), 8 Rue Amiral Billard, Tamatave. WTD in preparation.

★★ QATAR—Trade Mission

Complete machinery, equipment and technical assistance for proposed bakery. Mohammed Bin Rashid Al Khatir & Co. (bakery), P.O. Box 347, Doha. WTD in preparation. TM 259.

★★ SAUDI ARABIA—Trade Mission

Kerosene or L.P. gas powered machinery and equipment for making pretzels. Al Moukhtar (bakery), P.O. Box 1220, Jidda. WTD 2/17/66. TM 72.

Machinery and accessories to set up complete plant for making concrete blocks. Rashid Abd Al Rahman Al Rashid (importer), P.O. Box 99, Al Khobar. WTD in preparation. TM 230.

Modern high quality concrete block machinery and equipment. Saudi Research & Development Corp. Ltd. (investment and development), P.O. Box 1935, Jidda. WTD 2/15/66. TM 13.

Equipment, machinery to manufacture sanitary napkins, disposable diapers; electric 110 volts, 60 cycles; terms letter credit or sight draft. Kandiel & Radwan (importer), P.O. Box 406, Jidda. WTD 2/14/66. TM 5.

Machinery for canning tuna, sardines and other fish, capacity approximately 50,000 pounds per month; machinery for canning tomatoes; 110 volts, 60 cycle. Anouar Abu-el-Gadayel & Sons (importer, manufacturer), King Abdulaziz Street, Jidda. WTD 11/25/65. TM 50.

Modern high quality concrete block plant; machinery and know-how to manufacture book matches. Saudi Research & Development Corp. Ltd. (investor, developer), P.O. Box 1935, Jidda. WTD 2/15/66. TM 41.

New or used machinery, equipment to fabricate neon lighting signs; requests detailed information of all types of neon versus glass, plastics. The Modern Lighting (importer, manufacturer), P.O. Box 470, Jidda. WTD 2/16/66. TM 105.

Machinery, equipment for manufacturing disposable paper cups; electric 110 volts, 60 cycle; terms letter credit. Banawi Factories (manufacturer). P.O. Box 546, Jidda. WTD in preparation. TM 53.

SOUTH AFRICA—Embroidery machines, single head, suitable for wool embroidery; "Cornely" braiding and cording machines. Urgently required. Union Badge Co. (manufacturer), P.O. Box 3477, Cape Town. WTD 7/9/65.

VIET-NAM—Tile making machinery to produce 8 to 10 cubic meters of terra cotta products per hour. Specifications, in French, available from Trade Opportunities Staff, BDSA-6192, Rm. 4203, U.S. Department of Commerce, Washington, D.C. 20230. Industrial Development Center (IDC) (Government agency), 40-42 Blvd. Nguyen Hue, P.O. Box 336, Saigon. WTD 1/5/66.

356 General industrial machinery

★★ QATAR—Trade Mission

Pumps, all sizes, for irrigation wells of various depths. Ali Bin Khalifa Al Hitmi & Bros. (importer), P.O. Box 119, Doha. WTD in preparation. TM 255.

Water pumps; all sizes. Ahmed Mohamed Al Sowaidi (importer), P.O. Box 72, Doha. WTD in preparation. TM 292.

★★ SAUDI ARABIA—Trade Mission

Desalting machines for brackish sea water; terms letter credit. Saudi Research & Development Corp. Ltd. (investment and development), P.O. Box 1935, Jidda. WTD 2/15/66. TM 12.

De-watering and diaphragm pumps, both electric and gasoline driven; 110 volts, 60 cycles. Interested in distributorship. Hamad Fahad Bassam & Sons (importer), King Saud Street, Dammam. WTD 5/12/65. TM 214.

Deep well turbine pumps, 110 volts, 60 cycle. Agricultural & Commercial Engineering Establishment (importer), P.O. Box 238, Jidda. WTD 2/15/66. TM 39.

Exclusive line of deep well pumps, 110 volt, 60 cycle. Abubaker Mohamed Bamatraf (merchant), P.O. Box 609, Jidda. WTD in preparation. TM 63.

● **SUDAN**—Supply of one centrifugal, electric motor driven pump, capacity of 5,000 gallons of water per hour, against a delivery head of 150 feet. Tender No. 3456, bid deadline April 25. Sudan Govt. Purchasing Agent, 3-5 Cleveland Row, St. James's, London, S.W.1.★ (Telephone: 202-WO 7-5589).

● Supply of one self-priming centrifugal pump, capacity 3,000 g.p.h. at 350 ft. head. Tender No. 3465, bid deadline May 10. Sudan Government Purchasing Agent, 3-5 Cleveland Row, St. James's, London S.W.1.★ (Telephone: 202-WO 7-5589).

● Supply of two mobile, rotary or reciprocating diesel driven air compressors, capacity of 160 to 200 c.f.m. at 100 p.s.i. Tender No. 3467, bid deadline May 11. Sudan Govt. Purchasing Agent, 3-5 Cleveland Row, St. James's, London S.W.1.★ (Telephone: 202-WO 7-5589).

● Supply of one motor driven, stationary air compressor, capacity 100 c.f.m. at a pressure of 200 p.s.i.g. Tender No. 3447, bid deadline May 4. Sudan Government Purchasing Agent, 3-5 Cleveland Row, St. James's, London S.W.1.★ (Telephone: 202-WO 7-5589).

SWITZERLAND—Wrapping and packaging machinery of all types. Direct purchase and agency. Strapex AG (importer, manufacturers' representative), 5610 Wohlen AG. WTD 2/28/66.

★★ TRUCIAL STATES—Trade Mission

Vertical turbine deep well pumps to be used with diesel power. Mohamed & Abdulsamad Alkaitoob (importer), P.O. Box 1052, Dubai. WTD in preparation. TM 351.

357 Office, computing, accounting machines

★★ BAHREIN—Trade Mission

Baby scales. Rasul A. Al-Jishi (importer), P.O. Box 134, Manama. WTD in preparation. TM 354.

DOMINICAN REPUBLIC—Office machines and equipment. Direct purchase and agency. Editorial Duarte, C. por A. (importer, wholesaler, retailer), P.O. Box 643, Calle Mercedes esq. Arzobispo Merino No. 71, Santo Domingo. WTD in preparation.

★★ QATAR—Trade Mission

All types of U.S. office equipment and machines, electric, 220 volts, 50 cycles. Gulf Electric Materials Co. and Salam Studio & Stores (importer), P.O. Box 121, Doha. WTD in preparation. TM 312.

Bookkeeping machines, electric, 220 volts, 50 cycles. Mohammed Bin Rashid Al Khatir & Co. (bakery), P.O. Box 347, Doha. WTD in preparation. TM 260.

★★ SAUDI ARABIA—Trade Mission

Typewriters with Arabic keyboard. Khazindar-Dabbous Stores (retailer), P.O. Box 157, Jidda. WTD in preparation. TM 43.

358 Service industry machines

FRANCE—Atmospheric cooling towers; air-duct outlets and diffusers; pumps; heating and air conditioning controls and accessories for air conditioning and refrigeration equipment. Societe Air et Force (SAF) (dealer, sales agent), 48 Allees Jean-Jaures, 31 Toulouse, Haute-Garonne. WTD 3/1/66.

GERMANY—Commercial dry cleaning equipment. A. S. Rimpau KG (importer, exporter), 61 Altenmelle, 452 Melle (Bez. Osnabrueck). WTD 3/22/66.

ICELAND—Prefabricated cold storage facilities for use in Iceland: building and refrigeration equipment to maintain frozen fish at constant temperature of minus 25°C; capacity 75-200 tons fish (810 kilos of frozen fish equals about one cubic meter). Requests information and prices. Arni Olafsson & Co. (cold storage), 12 Sudurlandsbraut, P.O. Box 221, Reykjavik. WTD 3/11/65.

PERU—Compressors for household refrigerators. Fabrica de Refrigeradoras Coldex S.A. (importer, wholesaler, manufacturer), Rodolfo Beltran 567, Apartado 2408, Lima. WTD 3/11/66.

★★ SAUDI ARABIA—Trade Mission

Large desalting plants for water purification; 110/220 volts, 60 cycles. Hamed Fahed Bassam & Sons (importer), King Saud St., Dammam. WTD 5/12/65. TM 215.

Air conditioner for consumer goods store, fish market, grocery store; 110 volts, 60 cycle. Anouar Abu-el-Gadayel & Sons (importer), King Abdulaziz St., Jidda. WTD 11/25/65. TM 36.

Plants to desalt brackish sea water, all sizes, 110 volts, 60 cycle. Saudi Research & Development Corp. Ltd. (investor, developer), P.O. Box 1935, Jidda. WTD 2/15/66. TM 40.

Home air conditioners, 110 volts, 60 cycle. Alzagzoog & Almatbouli Ets. (importer). P.O. Box 556, Jidda. WTD 2/16/66. TM 83.

SWITZERLAND—Dispensers, all kinds, for self-adhesive tapes. Direct purchase and agency. Strapex AG (importer, manufacturers' representative), 5610 Wohlen AG. WTD 2/28/66.

VENEZUELA—Refrigeration machinery and equipment, industrial. Distribution for all of Venezuela. Requests replies in Spanish. Compania Nacional de Refrigeracion, S.A. (importer, distributor), Edificio Boiro, Avenida San Martin, La Quebradita, Caracas. WTD 3/8/66.

361 Electric transmission, distribution equipment

● **CEYLON**—Supply, erection and setting to work all plant and equipment for a 132/33 Kv primary grid substation at Ratmalana. Bid deadline April 21. Chairman, Tender Board, Ministry of Land, Irrigation and Power, Galle Face Secretariat, Colombo. Interested U.S. firms should contact the Ceylon Embassy, 2148 Wyoming Ave., NW., Washington, D.C., for tender documents, Ref. No. 240.

● **GREECE**—Supply of miscellaneous, three-phase, 50-cycle distribution transformers and parts. Tender No. PAP/2334, bid deadline not set. Public Power Corp., Athens-Piraeus Division, 83-85 Academy St., Athens.★ (Telephone: 202-WO 7-4241).

KOREA—Electronic measuring and testing instruments. Shin Kwang Commercial Co., Ltd. (importer, exporter, manufacturer), Kwangwhamoon, P.O. Box 410, Seoul. WTD 3/15/66.

● **NIGERIA**—Supply of one 5 MVA, 33 Kv/11-6.6 kv. transformer. Bid deadline April 22. Tender documents are available from the Secretary, Electricity Corporation of Nigeria, P.M. Bag 2030, Lagos, upon payment of $14 per copy, fee not refundable.

PAKISTAN—Indication switches, ac/dc, 50 cycles, 220 volts. Hesco (importing distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

★★ SAUDI ARABIA—Trade Mission

Single and three-phase transformers, volts from 2,400 to 4,160 to 13,800, secondary 120-240 volt single phase, 127, 220 three phase, 60 cycle. Albabtain Trading & Contracting (electrical contractor), P.O. Box 181, Riyadh. WTD in preparation. TM 144.

● **VIET-NAM**—Supply of 65 single phase, 50 cycle, 3 Kva variable voltage transformers. Tender No. 2146-05036, bid deadline April 15. Central Purchasing Authority, 140 Hong Thap Tu, Saigon.★ (Telephone: 202-WO 7-4241).

362 Electrical industrial apparatus

● **BURMA**—Supply diesel generator sets, 2 trailer mounted, 20 kva minimum, 8 pf, 400/440v, 3 phase, 4 wire, 50 cycle. Tender No. 396, bid deadline April 23. Director of Engineers, Public Works Corp., No. 60 Shwedagon Pagoda Rd., Rangoon.★ (Telephone: 202-WO 7-4241).

★★ SAUDI ARABIA—Trade Mission

Power generators to supply electricity at road building sites. Mohamed Nour Salah Jamjoom & Bros. (importer), P.O. Box 12, Jidda. WTD under revision. TM 9.

Diesel and gasoline generators, 110 volts, 60 cycles. Abdul Aziz Gharbawi & Ali Noori (importer), P.O. Box 191, Jidda. WTD 8/10/65. TM 16.

363 Household appliances

★★ BAHREIN—Trade Mission

Electric kitchen appliances, 50 cycle, 210 volts. Jashanmal & Sons. (department store), Manama. WTD in preparation. TM 252.

IRAQ—Washing machines, refrigerators, gas ranges, other household appliances; 220 volts, 50 cycles. Direct purchase and agency. Al-Hilalain General Trading & Commission Bureau (commission agent), 132-33 Damerchi Bldg., Banks St., Baghdad. WTD 3/17/66.

PAKISTAN—Hot plates, water heaters. Hesco (importing distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

★★ QATAR—Trade Mission

All types of electric appliances for 220 volts, 50 cycle; except room air conditioners. Darwish Electric Co. & Gulf Trading Center (importer), P.O. Box 92, Doha. WTD in preparation. TM 359.

★★ SAUDI ARABIA—Trade Mission

Household appliances such as washers, stoves, refrigerators, hot water heaters, mixers, grinders. Exclusive representation. Saleh El Hamal El-Bassam (importer), P.O. Box 206, Jidda. WTD 11/8/65. TM 25.

Refrigerators, washing machines; electric 110 volts, 60 cycle. Alzagzoog & Almatbouli Establishment (importer), P.O. Box 556, Jidda. WTD 2/16/66. TM 83.

SWEDEN—Low-priced dishwashing machines, other household appliances. AB Skanska Kyl (agent, manufacturer), Norbergsgatan 26, Malmo S. WTD 3/15/66.

364 Electric lighting, wiring equipment

● **INDIA**—Supply of 30-220 Kv station type lightning arresters with surge counters. Tender No. SP/2424/II, bid deadline April 25. The Controller of Stores and Purchase, Stores Purchase Section, Gujarat Electricity Board, Race Course Road, Baroda-5.★ (Telephone: 202-WO 7-4241).

● **IRAQ**—Supply of 5,000 ceiling fans, A.C. single-phase, 230 V, 50 cycle, 56 inch sweep. Tender No. INQ/66/DME/9, bid deadline May 10. Director of Contracts & Purchases, Ministry of Defense, Baghdad.★ (Telephone: 202-WO 7-5345).

PAKISTAN—Operation theater lights, controlling thermostats, infrared lamps, ultra-violet ray lamps. Hesco (importing distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

★★ QATAR—Trade Mission

Complete line of electrical supplies including switches, wire, receptacles, outlets for residential and commercial construction. Darwish Electric Co. & Gulf Trading Center (importer), P.O. Box 92, Doha. WTD in preparation. TM 358.

366 Communication equipment

THAILAND—Mobile transistorized transceiver and tranceptor (VHF-FM 25W) for 2-way patrol duty contact, long range communications. Urgently needed. Catalogs and price lists requested. Union Development Co., Ltd. (importer, wholesaler, retailer), New Rd., Bangkok. WTD 11/8/65.

367 Electronic components, accessories

● **IRAQ**—Spare parts and accessories for several types of radio equipment of U.S. and British manufacture. Tender Inq/66/Sigs/6 spare parts for wireless set No. 62, bid deadline April 19; tender Inq/66/Sigs/7 spare parts for Adiston radio receiver, bid deadline April 19; tender Inq/66/Sigs/8 spare parts for wireless set No. 12 and receiver R-1072 Hydrometer instrument, bid deadline April 23; tender Inq/66/Sigs/3, spare parts for wireless sets No. 31 and No. 88, bid deadline April 23; tender Inq/66/Sigs/1, spare parts for radio set Redefon GR-250, bid deadline April 26; tender Inq/66/Sigs/2 spare parts for radio set AN/GRC-9, bid deadline April 26; tender Inq/66/Sigs/4 spare parts for wireless set No. 19, bid deadline April 26. Directorate of Contracts and Purchases, Ministry of Defence, Baghdad. Bid copies available from Office of Military Attache, Embassy of Iraq, 3510 Garfield St. NW., Washington, D.C. 20007. (Telephone: 202-333-4028).

● **UAR**—Receiving and transmitting tubes, 43 types, total quantity over 1200 units. Tender No. 6/66 M. Radio, bid deadline April 30. General Manager, Telecommunications Organization, Ministry of Communications, P.O. box 795, Cairo. Bid documents available against payment of PT. 30 ($0.70).★ (Telephone 202 967-4036).

369 Electrical machinery, equipment, supplies

PAKISTAN—Electrocardiograph, electro-diathermic apparatus. Hesco (importing distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

★★ SAUDI ARABIA—Trade Mission

Automobile batteries. Said A. Ghodran (importer), P.O. Box 131, Dammam. WTD 5/3/65. TM 224.

Automobile and truck electrical equipment, including starters, generators, alternators, spark plugs, ignition coils, distributors. Ali Rashid Al Dausari & Bros. (importer), Saud St., Dammam. WTD in preparation. TM 188.

Battery chargers, 110 volts, 60 cycles. Exclusive distribution. Abdul Aziz Gharbawi & Ali Noori (importer), P.O. Box 191, Jidda. WTD 8/10/65. TM 17.

★★ TRUCIAL STATES—Trade Mission

Automobile and truck batteries. Sa'id & Mohamed Al Naboudah (importer), P.O. box 1200, Dubai. WTD in preparation. TM 328.

VENEZUELA—Automotive electrical equipment in general. Distribution and agency for western, eastern, and central Venezuela. Requests replies in Spanish. Repuestos Autoelectricos Zuma, C.A. (importer, distributor, sales agent), Edificio Guarimba, Local N° 10, Avenida Francisco de Miranda, La Carlota, Caracas. WTD 3/1/66.

371 Motor vehicles, motor vehicle equipment

★★ BAHREIN—Trade Mission

Automotive and truck spare parts, automotive springs. Bahrein Workshop (importer), P.O. Box 404, Manama. WTD in preparation. TM 241.

DENMARK—Automotive accessories, for inside and outside use, sports and luxury. Filters and extensions for exhaust pipes for prevention of pollution by poisonous exhaust. International Business Service, IBS. 5 (importer, agent), Rosenborggade, Copenhagen V. WTD 12/16/65.

★★ SAUDI ARABIA—Trade Mission

Garage hand tools. Abdul Aziz Gharbawi & Ali Noori (importer), P.O. Box 191, Jidda. WTD 8/10/65. TM 14.

Line truck to be used by electric line workers for installation of both low and high tension wires, transformers; should be boom type elevation using hand, hydraulic or mechanical; complete equipment for truck which should have extra heavy springs for desert travel. Albabtain Trading & Contracting (electrical contractor), P.O. Box 181, Riyadh. WTD in preparation. TM 141.

Automotive parts and accessories, especially Ford, G.M., Chrysler parts. Abubaker Mohamed Bamatraf (merchant), P.O. Box 609, Jidda. WTD in preparation. TM 64.

★★ TRUCIAL STATES—Trade Mission

Automotive parts, including electrical parts. Sa'id Ben Ali Al Gaizi (importer), P.O. Box 1013, Dubai. WTD 3/8/66. TM 345.

Automotive and truck parts including electrical equipment. Sa'id & Mohamed Al Naboudah (importer), P.O. Box 1200, Dubai. WTD in preparation. TM 329.

374 Railroad equipment

● **SUDAN**—Supply of following equipment: 8 hand operated hydraulic jacks, 25 ton capacity, 12 inch lift. Tender No. 3458, bid deadline April 26. Sudan Govt. Purchasing Agent, 3-5 Cleveland Row, St. James's, London SW1.★ (Telephone: 202-WO 7-4816).

381 Engineering, laboratory, scientific, research instruments

● **IRAQ**—Supply of 50 each of the following measuring instruments: gap measuring instru-

ments; folded field levels; optical, square cross staffs for surveying purposes. Tender No. INQ/66/DMW/7, bid deadline May 3. Directorate of Contracts and Purchases, Ministry of Defense, Baghdad.★ (Telephone: 202-WO 7-2939).

PAKISTAN—Distillation stills, catgut, incubators. Hesco (importing distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

382 Instruments for measuring, controlling, indicating physical characteristics

GERMANY—Mechanical and electric measuring instruments and controls for industrial application. Direct purchase and agency. Mitra GmbH, Mess- und Regeltechnik (importer, manufacturers' agent), 7 Stuttgart-W., Gausstrasse 41A. WTD 3/18/66.

SOUTH AFRICA—Shock absorber testing machine. Higginson & Turnbull (Pty) Ltd. (automotive sales representatives and consultants), P.O. Box 7759, Johannesburg. WTD 3/16/66.

384 Surgical, medical, dental instruments

FRANCE—Apparatus for treating rheumatism, circulatory ailments, blood pressure. Hospital equipment, all kinds. Entreprise Commerciale Inter-France (E.C.I.F.) (importers), 9 Rue Lepante, 06 Nice. WTD 3/22/66.

● **IRAQ**—Various quantities of veterinary instruments and equipment including, but not limited to, the following: text books; drenching tins; instrument cabinets; cathaters, metal; microscopes; sensitive scales; clipping scissors; sinus forceps. Tender No. INQ/66/MED/2, bid deadline April 23. Directorate of Contracts and Purchases, Ministry of Defense, Baghdad.★ (Telephone: 202-WO 7-2939).

PAKISTAN—Autoclaves, suture needles, diagnostic sets, blood pressure apparatus, scalpel blades. Hesco (imprinting distributor, manufacturer), 6/25 Patiala Grounds, McLeod Rd., Lahore. WTD 3/16/66.

386 Photographic equipment

SWEDEN—Still and motion picture cameras, enlargers, projectors, dark room apparatus; other photographic equipment. Direct purchase and agency. Hugo Svensson & Co. Foto AB (agent, wholesaler, retailer), Storgatan 13, Goteborg. WTD 3/18/66.

391 Jewelry, silverware, plated ware

THAILAND—Synthetic emeralds in rough form for local cutting and polishing. Interested in large quantities. Requests quotations with specifications. M. M. Yusouff (importer, manufacturer), 537 Vanich-1 Rd., Watkoh, P.O. Box No. 464, Bangkok. WTD in preparation.

394 Toys, amusement, sporting, athletic goods

★★ BAHREIN—Trade Mission

Various types of U.S. toys. Jashanmal & Sons (department store), Manama. WTD in preparation. TM 253.

FRANCE—Apparatus for gymnasiums; gymnastic equipment for individual use; reducing massage equipment; steam and sauna bath apparatus. Entreprise Commerciale Inter-France (E.C.I.F) (importer), 9 Rue Leplante, 06 Nice. WTD 3/22/66.

★★ QATAR—Trade Mission

Fishing traps for commercial fishing. Ibrahim Moh'd Q. Fakhroo Trading Co. (importer), P.O. Box 77, Doha. WTD in preparation. TM 288.

SWEDEN—Medium, low-priced sporting goods. Direct purchase and agency. AB Ingve Br d (agent), Gotebergsgatan 9, Goteborg C. WTD 3/15/66.

THAILAND—Baby carriages, bassinets, seats, chairs, canopies. Requests complete catalogs, quotations; pertinent details. Direct purchase and agency. Khazan Singh Awtar Singh (Jaspal Store) (importer, distributor, sales agent), 324 Phahurat Rd., Bangkok. WTD 6/18/65.

395 Pens, pencils, office, artists' materials

★★ BAHREIN—Trade Mission

All types of office supplies including paper, carbons, typewriter ribbons, adhesives, felt tip markers. AWAL Stationery (importer), P.O. Box 498, Manama. WTD in preparation. TM 244.

★★ QATAR—Trade Mission

Stationery supplies including pencils, pens, paper clips, erasers, carbon paper, typewriter ribbons, adhesives, markers, file folders, ink, envelopes and paper. Modern Library (importer), P.O. Box 1313, Doha. WTD in preparation. TM 304.

★★ SAUDI ARABIA—Trade Mission

Office supplies, complete line, including carbon paper, typewriter ribbons, felt tip markers, ball point pens, pencils, sharpeners, desk sets. Mecca Library & Stationery (importer), P.O. Box 60, Al-Khobar. WTD under revision. TM 193.

Typewriter ribbons, carbon paper. Khazindar-Dabbous Stores (retailer), P.O. Box 157, Jidda. WTD in preparation. TM 101.

396 Costume jewelry, novelties, buttons, notions

NETHERLANDS—Florists' supplies such as ribbon, foam plastic sponges, novelties, labels and tags, pins, wire, foil, vases, snips, knives, tackers. Direct purchase and/or agency. Requests exclusive representation. Desires descriptive literature, price lists, quotations cif Rotterdam. Van Geijn & Vonk N.V. (importer, exporter, sales agent), 7 Museumlaan, Utrecht. WTD 2/14/66.

399 Manufacturing industries

FRANCE—Equipment for beauty parlors. Entreprise Commerciale Inter-France (E.C.I.F.) (importer), 9 Rue Lepante, 06 Nice. WTD 3/22/66.

● **GREECE**—Supply of 2755 fire extinguishers, spare overpressure devices and charges. Tender No. 6441, bid deadline now set for May 9 (see INTERNATIONAL COMMERCE, Dec. 20, 1965, p. 44). Estimated value: $67,000. Hellenic Telecommunications Organization, Ltd. (OTE), Supply Department, 20 Patission St., Athens.★ (Telephone: 202-WO 7-2939).

★★ SAUDI ARABIA—Trade Mission

Fire fighting equipment; exclusive contract with U.S. manufacturer. Abdul Aziz Gharbawi & Ali Noori (importer), P.O. Box 191, Jidda. WTD 8/10/65. TM 18.

Novelties and gift accessories; has large pilgrimage market in addition to Saudi Arabia market. Home Novelties Exhibition (importer), P.O. Box 957, Jidda. WTD 2/16/66. TM 91.

SWEDEN—High, medium-priced barber shop equipment. Agency and direct purchase. AB Viggo Sodergren (wholesaler, agent), Hvitfeldtsgatan 7, Halmstad. WTD 3/15/66.

505 Farm products

★★ SAUDI ARABIA—Trade Mission

Wheat, barley, corn, oats: interested in purchasing in bulk. Saleh A. Sowayigh (importer), P.O. Box 173, Dammam. WTD 8/8/65. TM 187.

508 Machinery, equipment, supplies

VENEZUELA—Used and reconstructed construction machinery. Distribution for eastern and western states of Venezuela. Requests replies in Spanish. Tracto Partes, C.A. (importer, distributor), Avenida 9 de Diciembre, Frente al Inos, El Paraiso, Caracas. WTD 2/4/66.

NATO needs 20,000 pounds of dishwashing powder

An invitation to bid for 20,000 lb. of dishwashing powder has been issued by the Headquarters Command, Allied Land Forces, Southeastern Europe. The invitation, No. 531-66, specifies high sudsing, chlorine base (detergent), dishwashing powder in small barrels or cases of about 50 to 75 lb. capacity.

Sealed **bids must be received by 10 a.m., May 4** at the offices of the Headquarters Command, Office of the Purchasing and Contracting Officer, Allied Land Forces Southeastern Europe, Izmir, Turkey.

A copy of the invitation to bid may be obtained from the Department of Commerce, Trade Opportunities Staff, BDSA-6192, Washington, D.C. 20230. Telephone: 202-WO 7-4674.

International Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

019 Commercial farms

ITALY—Vegetable, flower and grass seeds. Raffaello Baccetti (sales agent), 8 Via dei Rustici, Florence. WTD 3/10/66.

203 Canning, preserving foods

GERMANY—Canned fruit, canned meat, frozen poultry, frozen venison. Requests quotations cif European ports, replies in German. Joachim Pohl & Co. (sales agent), 1 Haedenkampstrasse, 43 Essen/Ruhr. WTD 3/17/66.

208 Beverage industries

VENEZUELA—American wines. Agency for Caracas metropolitan area. Requests replies in

Spanish. Distribuidora Labourdette, C.A. (distributor, sales agent), Apartado 2236, Edificio Victor Mendoza, Oficina 40, Gradillas a San Jacinto, Caracas. WTD 2/11/66.

Flavoring extracts and flavoring sirups for use in food industry. Agency for Caracas, central and western states of Venezuela. Requests replies in Spanish. Representaciones Inter-Global, C.A. (sales agent), Apartado 12902, Edificio America, Oficina 908, Esquina Veroes, Caracas. WTD 2/23/66.

220 Textile mill products

SWEDEN—Textile piece goods for women's dresses; cotton, rayon, synthetic piece goods for manufacture of leisurewear. Agenturfirma Jean Derkert (sales agent), Tegnergatan 11, Stockholm. WTD 2/23/66.

Textile piece goods; wool, cotton, synthetic fibers; for women's clothing. Textile piece goods for curtains. Fredrik Victorin AB (importer, sales agent), Vasterlanggatan 79, Stockholm C. WTD 2/15/66.

224 Narrow fabrics, other smallwares mills

HONG KONG—Elastic fabrics for swimming suits and corsetry. Grace Enterprises (importer, wholesaler, manufacturer, exporter), P. O. Box 13647, Hong Kong. Cable: GRACEFORM. WTD 3/9/65.

261 Pulp mills, products

FRANCE—Papermakers' pulp, chemical and semi-chemical, including bleached and unbleached pulp, wood pulp, other categories, suitable for production of kraft paper, printing paper. Desires quotations for wholesale exportation in lots of 1,000 or 2,000 metric tons. Exclusive sales agency for France or section thereof. C. Verdier & J. Blois (SOPAC) (sales agents), 92 Cours de la Martinique, 33 Bordeaux, Gironde. WTD 9/13/65.

VENEZUELA—Pulp for paper factories. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

262 Paper mills, products

FRANCE—Greaseproof papers and offset printing papers, in sheets or in reels, for sale to paperbag manufacturers and printers. Requests samples, f.o.b. quotations. Exclusive sales agency for France or section thereof. C. Verdier & J. Blois (SOPAC) (sales agents), 92 Cours de la Martinique, 33 Bordeaux, Gironde. WTD 9/13/65.

281 Industrial chemicals

VENEZUELA—Chemicals products for use by food processing industry. Agency for Caracas, central and western states of Venezuela. Requests replies in Spanish. Representaciones Inter-Global, C.A. (sales agent), Apartado 12902, Edificio America, Oficina 908, Esquina Veroes, Caracas. WTD 2/23/66.

287 Agricultural chemicals

ITALY—Vegetable and garden fertilizers; fungicides. Raffaello Baccetti (sales agent), 8 Via dei Rustici, Florence. WTD 3/10/66.

321 Flat glass

VENEZUELA—Flat glass. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmiro, Primer piso, Avenida Francisco de Miranda. Chacao, Caracas. WTD 3/10/66.

322 Glass, glassware

VENEZUELA—Glass containers for perfume industry. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

331 Steel mill products

COLOMBIA—Tinplate; exclusive agency. Jorge Orozco Salazar (manufacturers' represenative, sales agent), Apartado Aereo No. 1513, Barranquilla. WTD 3/18/66.

VENEZUELA—Steel in all crude and semi-finished forms: plates, rods, beams, sheets. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmiro, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

335 Rolling, drawing, extruding nonferrous metals

VENEZUELA—Nonferrous metals in sheets and ingots. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

342 Cutlery, hand tools, general hardware

VENEZUELA—Hand tools; general hardware (shelf hardware). Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

344 Fabricated structural metal products

VENEZUELA—Steam boilers. Distribution and agency for all of Venezuela. Eska, C.A. (importer, sales agent), Apartado 9215, Puente Anauco a Teatro Caracas N° 224, Caracas. WTD 2/28/66.

349 Fabricated metal products

VENEZUELA—Aerosol valves, automatic control. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmiro, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

Hardware in general: shelf hardware, builders' hardware, hand tools. Agency for all of Venezuela. Requests replies in Spanish. Representaciones Atlantico, C.A. (sales agent), Apartado 6686, Edificio Lilue, Oficina 34, Esquina Las Madrices, Caracas. WTD 2/16/66.

352 Farm machinery

ITALY—Lawn mowers; implements and tools for use in gardening and vegetable growing. Raffaello Baccetti (sales agent), 8 Via dei Rustici, Florence. WTD 3/10/66.

353 Construction, mining, materials handling machinery, equipment

IRAQ—Industrial tractors with scrapers, bulldozers, graders. Central Iraq Trading Co. W.L.L. (importers, retailers, contractors), Post Box No. 8, Baghdad. WTD 1/21/66.

VENEZUELA—Light construction machinery; auxiliary construction equipment such as mixers, hoists, vibrators, similar items. Agency for Caracas. Requests replies in Spanish. C. A. Maquinarias C.R.C. (importer, distributor, sales agent), Avenida San Francisco, Urbanizacion California, Caracas. WTD 2/10/66.

354 Metalworking machinery, equipment

VENEZUELA—Hand tools, power driven, electric; 110 v, 50/60 cycles. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

Pneumatic hand tools and equipment. Distribution for Caracas and central states of Venezuela. Requests replies in Spanish. Yavorsky & Asociados, C.A. (importer, distributor, sales agent), Apartado 4765, Edificio Coimbra, Local 7, Avenida Francisco de Miranda 89, Chacao, Caracas. WTD 2/10/66.

355 Special industry machinery

BELGIUM—Ultrasonic systems for gas leak detection, tinning and soldering electric and electronic components, deburring small parts, used in wire drawing, for grinding purposes and for micronic powders classification, for sizing and classification of parts. Agency for Belgium. Sedic S.P.R.L. (importer, agent), 20 Avenue des Ombrages, Brussels 15. WTD 3/9/66.

SOUTH AFRICA—Ice crushing and blowing equipment for use in fishing and fruit canning industries. Intermares Corp. (Pty) Ltd. (commission merchant), 711 Tulbagh Centre, Foreshore, Cape Town. WTD 3/18/66.

356 General industrial machinery

BELGIUM—Wire dies maintenance equipment. Agency for Belgium. Sedic S.P.R.L. (importer agent), 20 Avenue des Ombrages, Brussels 15. WTD 3/9/66.

358 Service industry machines

THAILAND—Air conditioners, centralized unit. Technical Co-operation Co. Ltd. (importer wholesaler retailer) 31/1-2 Phya Thai Rd., Bangkok. WTD 2/24/66.

VENEZUELA—Spare parts for commercial and industrial refrigeration, laundry machinery and equipment. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

Water purification equipment and water softeners. Agency for the Caracas area. Finanza y Exclusivas, C.A. (FINEXCA) (sales agent), Apartado 6198, Edificio Sturgis, Camejo a Colon N° 3, Caracas. WTD 3/8/66.

362 Electrical industrial apparatus

SWEDEN—Electronic control regulation and measurement systems. Krister Amneus (agent), Ejdervagen 45, Farsta. WTD 10/1/65.

367 Electronic components, accessories

VENEZUELA—Spare parts for radios and TV sets. Agency for all of Venezuela. Inmobiliaria Lemca, C.A. (sales agent), Edificio Palmira, Primer piso, Avenida Francisco de Miranda, Chacao, Caracas. WTD 3/10/66.

372 Aircraft, parts

VENEZUELA—Commercial and executive aircraft, over 700 hp. Accessories and parts for all commercial and business airplanes. Agency and distribution for all of Venezuela. Salta, C.A. (importer, distributor, sales agent), Aeropuerto La Carlota, La Carlota, Estado Miranda, Apartado 12636 Sabana Grande, Caracas. WTD 2/7/66.

381 Engineering, laboratory, scientific research instruments

VENEZUELA—Water testing equipment. Agency for Caracas area. Finanza y Exclusivas, C.A. (FINEXCA) (sales agent), Apartado 6198, Edificio Sturgis, Camejo a Colon N° 3, Caracas. WTD 3/8/66.

394 Toys, amusement, sporting, athletic goods

VENEZUELA—Toys and games in general. Agency for Caracas area. Finanza y Exclusivas, C.A. (FINEXCA) (sales agent), Apartado 6198, Edificio Sturgis, Camejo a Colon N° 3, Caracas. WTD 3/8/66.

399 Manufacturing industries

FRANCE—Gift articles of all types, advertising novelties and inexpensive items for publicity purposes, including smokers' glassware and tobacco jars; office calendars, related lines suitable for use in publicity campaign. Low-priced gadgets of new types. Requests replies in French. Jean Duplessis (sales agent), 38 Rue Segalier, 33 Bordeaux. WTD 7/9/65.

Leads for Importers

Commodities are offered direct unless specified

203 Canning, preserving foods

BRAZIL—Canned heart of palm, guava paste, fruits in syrup, sardines, caviar; representative desires to contact distributors or well-established agents. BRESA- Brasil Representacoes Empreendimentos S.A., Avenida Graca Aranha 174, 6° andar, grupe 617, Rio de Janeiro ZC-P, Estado da Guanabara. WTD 9/1/65.

FRANCE—French choice food specialties and prepared dishes; foies gras; canned poultry meat, canned vegetables, other selected food products. Wholesale exportation. Requests replies in French. Societe "Vifraco" (brokers, sales and export agents), 125-129 Cours Saint-Louis, 33 Bordeaux, Gironde. WTD 9/8/65.

UAR—Egyptian canned food specialties: vegetables, fruit juices, jams. Ahmed Abdel Meguid Fouad, 47 Ramses St., Cairo. WTD 3/26/65, or until early May 1966: Ahmed Abdel Meguid Fouad, c/o Red Sea Artifacts, Inc., 60 East 42nd St., New York, N.Y.

VENEZUELA—Banana, mango, guayaba and papaya pulp, packed in No. 10 cans or in 5-gallon containers, sterilized. Requests replies in Spanish. Martini Conservas, S.A. (food packer), Avenida Las Palmas N° 62, Boleita, Apartado 4158, Caracas. WTD 2/4/66.

208 Beverage industries

BRAZIL—Brazilian wines and champagnes; representative desires to contact distributors or well-established agents. BRESA- Brasil Representacoes Empreendimentos S.A., Avenida Graca Aranha 174, 6° andar, grupe 617, Rio de Janeiro ZC-P, Estado da Guanabara. WTD 9/1/65.

235 Hats, caps, millinery

GERMANY—Women's hats of velours and napa. Quotations fob factory. Willy Brand (manufacturer, wholesaler, exporter), 32a Alte Bruchstrasse, 406 Viersen. WTD 3/14/66.

251 Household furniture

BRAZIL—High quality wooden furniture of original design; representative desires to contact distributors or well-established agents. BRESA- Brasil Representacoes Empreendimentos S.A., Avenida Graca Aranha 174, 6° andar, grupe 617, Rio de Janeiro ZC-P, Estado de Guanabara. WTD 9/1/65.

307 Plastic products

FRANCE—Plastic boat fenders for pleasure crafts and fishing boats; inflatable, highly resistant, medium-priced articles available in various colors and sizes. Wholesale exportation, direct or through specialized selling agents handling related supplies for pleasure and sports crafts. Price lists and illustrated literature will be mailed upon request. Charles Duvicq & Fils (manufacturers, exporters), 40 Tosse, Landes. WTD 7/26/65.

311 Leather tanning, finishing

FRANCE—Leather and skin gloves (sheepskin, chamois, other categories) for men, women, children. Ch. Monier & Fils (manufacturers, exporters), 106 Rue du Marechal-Leclerc, 79 Niort. Deux-Sevres. WTD 3/22/66.

316 Luggage

BRAZIL—Granulated cowhide luggage; agent desires to contact distributors or well-established agents. BRESA- Brasil Representacoes Empreendimentos S.A., Avenida Graca Aranha 174, 6° andar, grupe 617, Rio de Janeiro ZC-P, Estado da Guanabara. WTD 9/1/65.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRALIA—W. L. Jackson of Allwood Industries, 108 Belmont Ave., Belmont, Western Australia, and State President of the Guild of Furniture Manufacturers, **interested in observing furniture manufacturing in U.S.; requesting technical information on new techniques and equipment.** Mid-April via New York for 1-2 weeks. c/o Dept. of Commerce Field Offices en route. Itinerary: New York, Chicago, Grand Rapids, Los Angeles, San Francisco, Honolulu. WTD in preparation.

BELGIUM—Jozef Weytjens, representing Groep Salka, Van Putlei 109, Lint, Antwerp, **interested in contacting manufacturers of quality gift items such as tableware, glassware, silverware, decorative items, small decorative furniture,** custom-made jewelry. April 14 via New York for 3 weeks. c/o Dr. Vanderhoeven, 3200 Calvert St., Baltimore 8, Md. Itinerary: Baltimore, New York, Washington, Chicago, Detroit. WTD in preparation.

BRITISH GUIANA—Kelvin H. Akeung, British Guiana Rice Marketing Board, 1 and 2 Water St., Georgetown, **interested in polyethylene packaging machines, polyethylene packaging materials.** April 2 via Miami for 1 month. c/o D. V. Lyttleton, Southern Construction Co., 2502 Dunlavy St., Houston, Texas. Itinerary: Houston, Philadelphia, Washington, Tampa, New York. WTD in preparation.

GERMANY—Horst Schnatmeier and his wife, Anna-Sophie Schnatmeier, representing Heinrich Schomaecker & Co. and A. S. Rimpau KG, 61 Altenmelle, 452 Melle Bez, Osnabrueck, **interested in contacting manufacturers and exporters of parts and accessories for automobiles, garbage incinerators, machinery and parts for manufacture of outerwear and dry cleaning establishments.** April 9 via New York for two and a half weeks. c/o Wichita Precision Tool, Inc., 450 N. Seneca St., Wichita 12, Kansas. Itinerary: New York, Detroit, Milwaukee, Wichita, Los Angeles, Indianapolis, Pittsburgh. WTD 7/23/65 on Heinrich Schomaecker & Co.; WTD 3/22/66 on A. S. Rimpau KG.

INDONESIA—Mr. Probokeso, Director, Firma Hajam Wuruk, and also representing P.T. Central Sepakat Co., Djl. Kali Besar Barat 31, Djakarta, **interested in selling rubber, copra, and purchasing textiles, generators, automotive spare parts.** April via San Francisco for 3 months. c/o Pacific Vegetable Oil Co., World Trade Center 11, San Francisco, Calif. Itinerary: San Francisco, New York, Washington. WTDs on both firms under revision.

ISRAEL—David Corkidhi, representing David Corkidhi Ltd., P.O. Box 1386, 17 Kfar Giladi St., Tel Aviv, **interested in purchasing packaging and labeling equipment and visiting U.S. exhibitions in this line, especially the National Packaging Conference & Exhibition, Coliseum, New York, April 25-28.** April 10-15 via New York for 3 weeks. c/o Howard International Inc., Empire State Bldg., 350 5th Ave., New York, N.Y. Itinerary: New York; Chicago; Sheboygan, Wisc.; St. Louis; Baltimore; others to be arranged. WTD 6/9/65.

ITALY—Luigi Imo', representing Imo' Luigi, Via Solferino 28, Meda (Milan), **interested in purchasing upholstery fabrics, curtains, carpets.** April 10 via New York for 10 days. c/o The Statler Hilton Hotel, 7th Ave. at 33rd St., New York, N.Y. Itinerary: New York. WTD in preparation.

LEBANON—Joseph and Robert Tabet, representing George Tabet & Sons, 60 Souk Ayass, Beirut, **interested in obtaining agencies for all types of textile products.** April 1 via New York until April 15. c/o The Statler Hilton Hotel, 7th Ave. at 33rd St., New York, N.Y. Itinerary: New York, others to be arranged. WTD in preparation.

SWEDEN—Axel E. L. Ternblom, ACT Produkter AB, Box 139, Alingsas, **interested in export of sugarless candies, raw materials for their manufacture, and possibly licensing arrangements for manufacture in the U.S.** April 13 via New York for 3 weeks. c/o Swedish Chamber of Commerce of the U.S.A., 8 E. 69th St., New York, N.Y. 10021. Itinerary: New York, Chicago; Atlantic City, Hackettstown, Elizabeth, N.J.; Boston; Bloomington, Naperville, Ill.; Moline, Ashland, Ohio; Minneapolis; Oklahoma City; San Francisco; Los Angeles; Albany, Ga. WTD under revision.

SWITZERLAND—Max Riolo, Ripac AG, Im Hagenbrunneli 6, 8046 Zurich, **interested in agencies for special packagings, air tackers, artificial leather.** April 17 via New York until April 28. c/o Hotel Wellington, 7 Ave. & 55th St., New York, N.Y.; Commodore Hotel, 520 N. Capitol at 1st St. NW., Washington, D.C.; Sheraton Motor Inn, 715 Delaware Ave., Buffalo, N.Y. WTD under revision.

Joseph Steinle, Hans Rahn & Co., 96 Universitaestrasse, Postfach, 8033 Zurich, **interested**

in agencies from U.S. manufacturers of chemicals, pharmaceuticals, related raw materials, machinery for chemical, pharmaceutical, food, paint, textile, soap industries. April 15 via New York for 4 weeks. c/o Hotel Delmonico's, 502 Park Ave. & 59th St., New York, N.Y. Itinerary: New York, others to be arranged. WTD 7/29/65.

TANZANIA—Aziz Hussein Nasser, Director, Hussein Nasser Shariff & Co. Ltd. and Shariff Ltd., P.O. Box 158, Dar es Salaam, **interested in hosiery, textiles, apparel, footwear, yard goods, cutlery; requesting technical information on light industries.** April 15 via Los Angeles for 15-20 days. c/o Dept. of Commerce Field Offices. Itinerary: Los Angeles, San Francisco, Seattle, Minneapolis, Chicago, Washington, New York. WTD 3/3/66.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

AUSTRALIA—($A1=approx. US$1.12). The Melbourne Harbor Trust Commissioners have announced a major **port expansion project** to cater exclusively to containerized cargo in Australia's overseas import-export trade.

The first stage of an eight-berth complex is expected to be completed within two and a half years at a cost of about $A2.75 million. The **new docks system** will have wide wharf aprons of up to 100 feet, with a load carrying capacity of 25-ton wheel loads, as well as ancillary marshalling areas and road systems. Ultimate cost of this entire project will be about $A14 million.

Copy of the expansion project, including a sketch of the new facilities, is available on loan from the Department of Commerce, Trade Opportunities Staff, BDSA-6192, Washington, D.C. 20230. Telephone: 202-WO 7-4675.

Further information may be obtained from the Melbourne Harbor Trust Commissioners, 29 Market St., Melbourne, Victoria.

A **redevelopment program to transform the ports of Sydney and Newcastle** in the State of New South Wales over the next 10 years has been announced. Improvements are expected to cost US$172.5 million and call for construction of **22 new wharves in Sydney and 12 in Newcastle.** In Sydney the new wharves will be designed for the handling of general bulk cargo and container operations.

Outlining the program, the President of the Maritime Service Board, William Brotherson, said that the project was designed to provide for all possible traffic for at least 10 years and that although there would eventually be a slight reduction in the number of wharves, there would be a vast increase in the efficiency of both ports.

In Newcastle, the Maritime Services Board plans to construct a new coal loader, a bulk unloading berth and an oil berth, a general cargo berth and a silo berth, and to completely remodel all existing wharfage.

JAPAN—(1000 Yen=$2.77). The Government has selected an area in Chiba Prefecture as the site for the **new Tokyo international airport.** Intentions to formalize the decision before the end of the year were blocked by vigorous protests from landholders in the area. It is possible that the site will be finally decided before the new fiscal year begins on April 1. In the meantime, the Government has committed investment funds and loans amounting to 2,500 million yen for the initial construction phase in the Japanese Fiscal Year 1966.

SWEDEN—The Swedish State Power Board has announced it will start planning this spring for a **power plant** structured about a 500-600 MWe nuclear reactor of the light water type. No decision has been made as to the location but speculation centers on Sweden's West Coast. Press reports indicate the Board hopes the plant will be operational by 1972 or 1973. A spokesman for the Board indicated that the decision favoring the light water reactor over the heavy water reactor (on which much research and development work has been carried out in Sweden) was based on the judgment that the light water type is more commercially competitive, and will probably remain so until at least through the 1970's.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-8120, Department of Commerce, Washington, D. C., 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated March.

Most of the lists are prefaced by a brief review of basic trade and industry data collected in making the compilations.

American Firms, Subsidiaries and Affiliates—Nigeria.
Books, Magazines and Periodicals—Importers and Dealers—Colombia.
Books, Magazines and Periodicals—Importers and Dealers—Uruguay.
Chemicals—Importers and Dealers—United Kingdom.
Cooperage and Containers—Importers and Dealers—Greece.
Electronic Equipment, Electron Tubes, and Other Electronic Components and Accessories—Importers, Dealers and Manufacturers—Mexico.
Fruits and Nuts—Importers, Dealers and Exporters—Belgium.
Machinery, Equipment and Supplies, Electrical—Importers and Distributors—Japan.
Medicinal and Toilet Preparations—Importers, Dealers and Manufacturers—Honduras.
Medicinal and Toilet Preparations—Importers, Dealers and Manufacturers—India.
Metallurgical and Metal Working Plants—Italy.

New Books and Reports

***The Market for U.S. Products in the Ivory Coast.* U.S. Dept. of Commerce, Washington, D.C. 86pp. 65 cents.**

This report found the Ivory coast a "rapidly growing market worthy of the careful attention of U.S. firms interested in profitable operations abroad."

A country of more than 3.8 million people, the Ivory Coast is booming, and American goods are held in high regard because of their quality, the report says.

U.S. trade has been increasing in the face of stiff competition. In 1964, the U.S. share of the country's $247 million imports was 9.4%, compared with 4.6% for West Germany and 62.4% from France.

Principal imports from the U.S. are tractors, rice, soybeans, oil, tallow, heavy construction equipment, electrical items including generators, used clothing, automobile equipment and air conditioners.

There are other promising markets for food products, beverages and tobacco, clothing, textile piece goods, furniture and household goods, radios, phonographs and TV. Soaps and detergents also sell well.

Write: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

***U.S. Commodity Exports and Imports as Related to Output: 1963 and 1962.* U.S. Dept. of Commerce, Washington, D.C. 128pp. 70 cents.**

This report is the sixth in a series prepared to help meet the need for a systematic body of statistical information on the relation between U.S. domestic output and commodity imports and exports. It regroups and compares, in terms of commodity classifications based on the Standard Industrial Classification (SIC), statistics on U.S. exports of domestic merchandise, imports for consumption, and domestic output. The arrangement facilitates comparisons of data on employment, payrolls, inventories, production, shipments, orders, capital assets, and size and location of producing units.

Write: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

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Calendar *for international traders*

ATLANTA—April 19—Export Trade Workshop, 1st of eight weekly sessions, 5:30 p.m., Georgia State College. Sponsors: World Trade Council; Chamber of Commerce; REEC; Atlanta Field Office, Department of Commerce.

BOSTON—April 14—13th Annual New England World Trade Day Conference, Sheraton-Plaza Hotel. Sponsors: International Trade Assn. of New England, Inc.; Boston Field Office, Department of Commerce; REEC.

BOSTON—April 20—All-day seminar on Business and Investment in Mexico, Boston University. Luncheon Speaker: Fulton Freeman, Ambassador to Mexico. Sponsors: Boston University; World Affairs Council; Boston Field Office, Department of Commerce; REEC. World Trade Day, Boston University, Speaker: **Mark C. Feer, Deputy Asst. Secretary for Financial Policy.**

CEDAR RAPIDS, IOWA—April 19—Foreign Trade Bureau of Chamber of Commerce, annual Port of New Orleans Night, 6 p.m., Roosevelt Hotel.

CHICAGO—April 12—Automotive Exporters' Club, Builders' Bldg.

CHICAGO—April 14—International Trade Club, luncheon, 12 noon, Sherman Hotel.

CINCINNATI—April 18—Export Expansion Seminar, 7-10 p.m., Cincinnati Gas and Electric Co. Speaker: **E. E. Schnellbacher, Bureau of International Commerce.** Sponsors: Cincinnati Field Office, Department of Commerce; REEC; World Trade Club of Chamber of Commerce.

CLEVELAND—April 11—Meeting on "Opportunities for U.S. Exporters and Investors in Central America, 10 a.m.-12 noon, Cleveland Electric Illuminating Co. Sponsors: REEC; Cleveland Field Office, Department of Commerce.

DALLAS—April 13—Export Workshop, Field Office. Sponsors: REEC; Dallas Field Office, Department of Commerce.

DAYTON, OHIO—April 13—Export Expansion Seminar on "Growth and Profit Adventures in World Trade," 9 a.m., Sheraton-Dayton Hotel. Sponsors: World Trade Committee of Chamber of Commerce; REEC; Cincinnati Field Office, Department of Commerce.

DAYTON, OHIO—April 15—Export Workshop, Chamber of Commerce. Sponsors: Chamber of Commerce; Cincinnati Field Office, Department of Commerce; REEC.

DOYLESTOWN, PA.—April 11—International Trade Development Assn. of Bucks County, monthly meeting, 5:30 p.m., Conti's Cross Keys Inn.

FT. LAUDERDALE, FLA.—April 14-15—5th Florida World Trade Conference, Pier 66. Speaker: **Robert L. McNeill, Deputy Asst. Secretary for Trade Policy.** Sponsors: Florida State Chamber of Commerce; Florida Ports and Florida Trade Council; REEC; Department of Commerce.

FT. LAUDERDALE, FLA.—April 16—Joint Meeting of North and South Florida REEC, 8 a.m.

KANSAS CITY, MO.—April 12—Meeting for New Exporters, 12 noon, Prom Motel. Sponsors: Kansas City Field Office, Department of Commerce; REEC; International Trade Club.

KANSAS CITY, MO.—April 14—Export Procedures Course (Documentation), 1st of four weekly sessions, 6:30 p.m., Chamber of Commerce. Sponsors: Kansas City Field Office, Department of Commerce; REEC; International Trade Club.

KANSAS CITY, MO.—April 14—Workshop for New Exporters, Federal Office Bldg. Sponsors: Kansas City Field Office, Department of Commerce; REEC.

MINNEAPOLIS—April 13—Minnesota World Trade Assn., monthly dinner meeting, Inn Towne Motel.

MINNEAPOLIS—April 15—Export Conference, Field Office. Sponsors: Minneapolis Field Office, Department of Commerce; REEC.

NEW YORK—April 13—Businessmen's Consultations with members of U.S. Trade Mission to Saudi Arabia/Persian Gulf States, St. Regis Hotel. Sponsors: American Arab Assn, for Commerce and Industry; New York Field Office, Department of Commerce.

NEW YORK—April 14—"Profits in Exports" meeting. Field Office. Sponsors: National Outerwear and Sportswear Assn., Inc.; New York Field Office, Department of Commerce.

NEW YORK—April 14—Overseas Automotive Club, luncheon meeting, 12 noon, Summit Hotel.

NEW YORK—April 19—FCIB Hardware-Automotive & Allied Trades Industry Group, 12:30 p.m., Advertising Club. Sponsor: Foreign Credit Interchange Bureau.

NORRISTOWN, PA.—April 11—World Trade Assn. of Montgomery County, monthly meeting, 5:30 p.m., Cross Roads Motel.

OMAHA—April 13—Meeting on International Finance, 7-9 p.m., University of Omaha. Sponsors: University of Omaha; Kansas City Field Office, Department of Commerce; REEC.

OMAHA—April 20—Meeting on Licensing Agreements, 7-9 p.m., University of Omaha. Sponsors: University of Omaha; Kansas City Field Office, Department of Commerce; REEC.

PHOENIX—April 14—Export Expansion Workshop, 10 a.m.-12 noon, Federal Bldg. Sponsors: Phoenix Field Office, Department of Commerce; REEC.

PITTSBURGH—April 15—Marine Insurance and Export Packaging Seminar, Field Trip to Philadelphia. Sponsor: World Trade Council, Chamber of Commerce.

PITTSBURGH—April 19—Annual Joint Luncheon of World Trade Council, Chamber of Commerce, and Credit Assn. of Western Pa., 12 noon, Roosevelt Hotel.

PROVIDENCE, R.I.—April 19—Providence World Trade Club, dinner meeting, State Airport.

READING, PA.—April 13—Reading Monthly Dinner Meeting, Foreign Trade Club.

SALT LAKE CITY—April 19—Utah Export Expansion Conference, Hotel Utah. Speaker: **Alexander B. Trowbridge, Asst. Secretary for Domestic and International Business.** Sponsors: REEC; Salt Lake City Field Office, Department of Commerce; World Trade Assn., Chamber of Commerce; Utah Manufacturers Assn.

SAN FRANCISCO—April 12—World Trade Assn. luncheon, World Trade Club. Speaker: Olani Munkki, Ambassador of Finland.

SAN FRANCISCO—April 20—World Trade Assn. luncheon, Montgomery House. Speaker: **Lawrence A. Fox, Director, Bureau of International Commerce.**

SILOAM SPRINGS, ARK.—April 19-20 World Trade Conference, John Brown University. Sponsors: John Brown University, REEC; Memphis Field Office, Department of Commerce.

ST. LOUIS—April 11—Traffic Club Export Expansion Seminar, Statler-Hilton Hotel. Speaker: **Alan S. Boyd, Under Secretary of Commerce for Transportation.** Sponsors: Traffic Club; REEC; World Trade Club; St. Louis Field Office, Department of Commerce.

STATE COLLEGE, MISS.—April 15—Export Symposium on Latin America, Union Auditorium, Mississippi State University. Sponsors: Mississippi State University; Mississippi Marketing Council; Memphis Field Office, Department of Commerce.

WHITE PLAINS, N.Y.—April 13—Westchester County Foreign Trade Council, monthly luncheon meeting, 12 noon, Rogers Smith Hotel, Sponsor: Chamber of Commerce.

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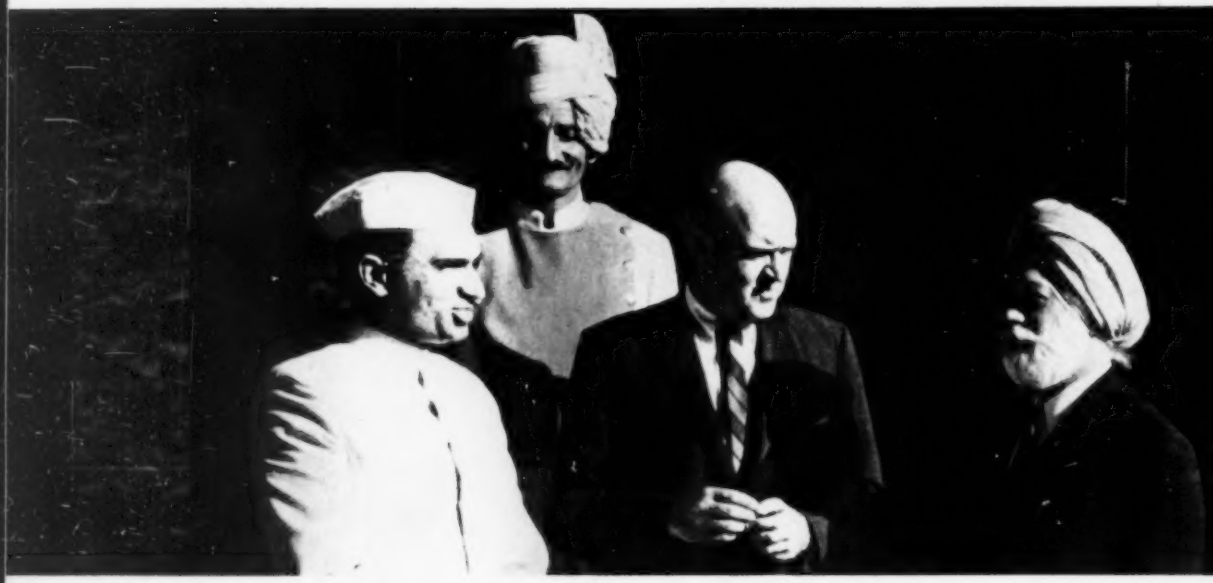

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38,000 overseas agents and distributors of U.S. firms are listed in the AGENCY INDEX maintained by our embassies and consulates around the world.
Foreign buyers use the INDEX to find local suppliers of all sorts of American products.

List yours.

Ask at the Department of Commerce or any of its Field Offices.

P.S. If you don't have agents abroad, ask about that, too.

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